

PUBLIC RELATIONS



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NOTED IN BRIEF...

• The pattern of community relations of many companies needs strengthening, in the opinion of Louis B. Seltzer of *The Cleveland Press*. He explains how United Community Defense Services can be useful in such management and public relations planning.

• Psychology plus promotion can be a winning team in gaining support for a public service effort. Cleve Bullette tells how his company got behind a drive to aid the Tulsa Blood Bank.

• Should PR directors and consultants be licensed? This burning question was asked 100 PRSA members—50 of each—by the editors of the JOURNAL. Their replies and reactions, summarized as a "Question of the Month" feature by the editor, will interest all readers.

• What happens when the PR executives of an industry cooperate in sponsoring an editors' conference is told by Stephen E. Korsen. Experience of the food industry's annual event holds parallel possibilities for other industries with consumer products, where there is need to bring manufacturers, media and consumers, closer together.

• How to create more enthusiastic reception for industrial photographs is the subject discussed by Franklin G. Beezley. He stresses 8 points for PR people to consider when they plan picture coverage.

• The development of public service TV programs as a valuable tool for effective public relations programs is presented with here-to-stay possibilities by Robert Rubin. He gives some results of a field study which indicates station needs and listener opportunities.

• The new Public Relations Management section appears again this month, reporting some developments in management reports, press inquiries, advertising reprints and personnel training matters.

G. Edward Pendray
Editor

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"... There is no question that because of the tremendous audiences which can be reached on a low-pressure public service level through television, it will become ... by far the most valuable tool of all for mature and effective public relations."

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COVER PHOTO

Show in the public service TV film "Tony Learns About Fire," produced by the National Board of Fire Underwriters, children make their own fire fighter hats and demonstrate to young TV viewers how they themselves can go and do likewise. (Story on page 13.)

EDITORIAL PAGE

Empty Service

A FRIEND OF OURS who is a leading PR consultant is tired of the requests he's been getting to serve on letterhead committees. One stereotyped straw broke the camel's back a few weeks ago. This particular letter epitomized the banality of many of these appeals, which are unworthy of the sponsors.

The PR man's reply was so apt we'd like to quote from it:

"I am interested in what the (organization's name) is trying to do, and if there are concrete ways in which I can be really helpful I shall be happy to consider them. Your letter inviting me to serve on the national sponsoring committee, however, gives me an uneasy feeling, and if you mean what you say I am afraid I must decline your invitation."

"You ask me to 'help us to the extent of lending your name.' You also say 'the headquarters staff are to handle all details . . . so that little or no time will be required on the part of the committee members.' I interpret these two phrases to indicate that you wish to use me only for whatever value my name might have on the letterhead or the list of your committee members, and that you really have no interest in what I can contribute personally to this project."

"I'm afraid I can't 'lend my name' in such an empty way to any project and I am writing to ask whether you really mean what you appear to say in your letter?"

Our friend says he got back a very ambiguous reply. In sum, he says, "they need PR counsel."

Threat To An Advertiser

AS EVERY INTELLIGENT WOMAN KNOWS, it's not hard to make a success of marriage. Just become an attentive, tolerant, respectful audience for the male who shares your breakfast table—and the rest is easy.

This we know from the experience of many contented years, which was interrupted only last week. Seems we were holding forth, with complete assurance, on the subject of food economics—a field that we hold as our very own. Sud-

denly, our favorite audience began to talk back across the coffee cups, driving us from the rostrum with confounding facts. Seems that she had been snooping into our copy of the September PUBLIC RELATIONS JOURNAL, read the American Meat Institute ad (which we hadn't) and succumbed to Mr. Norman Draper's logic.

How can a male reader protect himself or salvage his authority? Which should he lock up—the JOURNAL or the wife? We have suggested—and this should make Mr. Draper very happy—that our Griselda confine her pork talk to the ladies with whom she habitually exchanges ideas. As for the American Meat Institute, if it's going to replace the male as a source of wisdom, it may become the first trade association to be named correspondent in a divorce action.

Have A Heart, Doc!

THE STIRRING OF COLLEGE BELLS for a new term sounded another open season on PR people. We can again expect a deluge of questionnaires and other requests from eager students with term paper assignments. Some of these we answer cheerfully; others are preposterous demands upon our time and talents. We recall, for example, the young student of political science who requested us to prepare a detailed PR plan for the United States! Please, professors, be reasonable in these assignments. Remember that the eagerness to help is balanced by chores that limit the practitioner's time. And intensive library research might develop more self-reliant students.

Power Of Communication

A STRONG AFFIRMATION of the influence of the printed word comes from—of all people—a law firm that is suing a group of insurance companies. The lawyers contend that a series of paid national advertisements attempt to influence prospective jurors. The companies defend the ads—which state excessive damage verdicts brought in by juries are a matter of public concern—on grounds of freedom of press and speech.

While we are flattered by this tribute from our lawyer friends, we think, on grounds of sound PR economics, that the cheapest and most effective way to influence a jury is to hire a good attorney.

Community planning—another aspect of community relations

By Louis B. Seltzer

Editor, *The Cleveland Press*
President, United Community Defense Services

LAST MARCH the PUBLIC RELATIONS JOURNAL did me the honor of quoting, with approbation, a speech I had delivered before the Institute of Life Insurance.

In that speech, I said, among other things, "The results of the recent election have magnified rather than lessened the public relations responsibilities of American business. Business should intensify in all directions the job of getting across to the American people its own story—the real story of modern America."

I should like to supplement that rather general injunction now with a more specific suggestion about how my friends in the public relations profession can best help our free enterprise system.

The American system of economic freedom still needs friends and defenders. The PUBLIC RELATIONS JOURNAL has warned editorially, "The long, hard battle against socialism was all but lost by business' neglect of its public relations opportunities and obligations for many years prior to the depression, and for a long time after that. If it now slackens in its well-organized efforts to keep the public informed, nothing better can be expected than a swing again to the left—for the forces of bureaucracy and socialism are forever at it—and they are masters of propaganda."

Well and good—keep the public informed. But words are not enough. The American people today are highly sophisticated. They are skeptics. And so they will be more impressed by actions than by words.

To my way of thinking, the community relations of a company may be the most important part of its over-all public relations problems.

I have reason to be particularly con-

scious of community relations. Since 1950, I have been president of a new, national non-profit organization called UCDS—United Community Defense Services. UCDS, which is supported by Community Chests and other united campaigns through the United Defense Fund, helps communities, burdened by new defense plants, establish and maintain their own health, welfare, recreation, and public planning services. It does this, I might add, not by handouts, but in the traditional American way—by stimulating and advising local leaders to do the job themselves.

Little pattern in community relations

My work with UCDS has made me realize that there is very little pattern in the community relations of companies. Some companies are alert to the problems; many are indifferent—and pay for that indifference in local hostility.

Unfortunately, even those companies which are doing a good job don't always tell the public about it. They brag about products, about technological achievements, about plant expansion, but apparently they don't consider it

important that people think of them as good neighbors, responsible corporate citizens of the community.

The defense effort has brought considerable disorder to many American communities. About 7,000,000 people last year moved from one city to another as a result of the national defense mobilization. New defense plants are going up all over the country, often in previously undeveloped areas. New cities are rising, and old cities are expanding overnight with inevitable growing pains.

Must accept responsibilities

If a company builds a huge new defense plant out in the middle of nowhere, and imports several thousand people to build and operate that plant, it must accept its responsibilities toward that new or growing community—not only to avoid local chaos, but for its own employee and community relations.

As Donaldson Brown, of General Motors, once said, "Corporations are a part of the communities in which they operate plants, and owe such a community a duty equal to that of any individual who gains his livelihood there. A corporation which derives generous benefits from community life must be willing to bear the corresponding burdens."

Recognizes community responsibilities

The Aluminum Company of America apparently recognizes its community responsibilities. When Alcoa decided to build a plant at Rockdale, Texas, it knew that the construction and operating staffs of the plant would probably double the population of the town, creating all sorts of civic problems. Among other things, Alcoa encouraged local authorities to establish a new in-



Louis B. Seltzer has been editor of *The Cleveland Press* since 1928, but has been associated with the paper for 35 years. He came up from office boy, covered all the beats, and became the youngest city editor on any big newspaper. Long a participant in a number of local civic activities, Mr. Seltzer has also been active in many national organizations, and has been president of United Community Defense Services (UCDS) since it was founded in 1950. He is founder of the American Press Institute which holds seminars at Columbia University; and was once chosen by *Life Magazine's* correspondents as the man they regarded as the most typical American newspaper editor.

dependent school district, to which Alcoa then paid a \$35,000 advance on its taxes. This helped to provide adequate educational facilities.

By concerning itself with the school problem, Alcoa accomplished a number of objectives important to the well-being of the company itself:

- . . . It made the town more attractive for the family men it was recruiting as workers.
- . . . It fostered good labor relations.
- . . . It helped to bring new stability to the community, and thus make it a better place in which to operate.
- . . . It won the respect and friendship of the local people, by showing that Alcoa intended to pull its oar.

Another example of far-sighted corporate policy developed in Bucks County, Pennsylvania, across the Delaware River from Trenton, where the United States Steel Corporation has just this year completed and put into production the largest fully integrated steel mill ever erected at one time.

How U. S. Steel approached the problem

Ross L. Leffler, assistant to the executive vice president of U. S. Steel, recently told how U. S. Steel approached this problem.

"The original announcement of our program," he said, "naturally caused some measure of concern in rural Bucks County, which prior to our arrival, was a quiet residential and farming area. Local residents were rightly concerned about the impact such an industrial expansion would have on the pattern of the community.

"But most of this apprehension was grossly exaggerated and based upon misconceptions and speculation which had little foundation in fact. Long before construction was begun, U. S. Steel sent its public relations people into the area to sample public opinion and to correct such misconceptions as were developing.

"We explained that U. S. Steel had very definite interests in the wholesome development of the community in which its employees live, and assured our new neighbors that we would take an active part in programs of community benefit."

So far, so good—but these were only soothing words, which could have boomeranged if U. S. Steel had not followed them up with actions that proved

Objectives accomplished by Aluminum Company of America when it concerned itself with school problem in new plant town:

- . . . It made the town more attractive for the family men it was recruiting as workers.
- . . . It fostered good labor relations.
- . . . It helped to bring new stability to the community and thus make it a better place in which to operate.
- . . . It won the respect and friendship of the local people, by showing that Alcoa intended to pull its oar.

the company meant what it said.

"One of the major concerns of our new neighbors," Mr. Leffler continued, "was the fear that we would import steelworkers from all parts of the country and that we would let them fend for themselves in shacks, tents, trailer camps, and jerry-built houses that would be a menace to health and an affront to the dignity of the entire community. We on our part were fully and firmly determined that no such thing would happen.

"As a measure to prevent such an untoward circumstance, we interested one of the nation's leading builders to come into the area and establish an entire community of comfortable, well-built, low-priced housing for those of our workers who would want to buy homes close to the mill. This community was designed by one of the nation's leading authorities on urban planning. It will have literally everything—schools and churches, stores of

How the U. S. Steel Company approached the community relations problem created by the building of a new steel mill in a residential and farming area in Pennsylvania:

. . . Sampled public opinion in the area and corrected misconceptions of local residents before beginning construction.

. . . Interested a leading builder to come into area and establish an entire community of comfortable, well-built, low-priced housing for those workers who would want to buy homes close to the mill.

. . . Contributed to local Community Chest and Council of Social Agencies, and to building fund for a new hospital.

. . . Encouraged employees to participate in community life.

every kind, medical facilities, parks, baseball diamonds, picnicking areas, bowling alleys, and the like."

So the housing problem is being licked. But what about other community problems?

"We do have them," Mr. Leffler conceded, "but through close cooperation with school boards, planning commissions, borough councils, township supervisors, and others we are working these problems out.

"Our new neighbors have demonstrated an attitude in which they are reserving judgment but at the same time they are lending their help and cooperation as may be necessary, that we, in our mutual efforts, may integrate the Fairless Works and its people into this community with a minimum of friction."

U. S. Steel has justified this attitude and made the people feel even friendlier by contributing to the Community Chest in Trenton and, when the people of Bucks County, assisted by UCDS, formed their own Community Chest and Council of Social Agencies, U. S. Steel came to the support of those organizations. The company and its employees also contributed to a building fund for a new 150-bed hospital in Bristol, not far from the plant.

"Taxes paid by U. S. Steel," Mr. Leffler pointed out, "have already assured the orderly development of such community facilities in Falls Township as schools to meet the growing population; but while we feel that industry's principal contribution to the development of municipal services should be through fairly placed taxation, we realized that in this particular instance certain services were needed which could not be assisted or obtained in this way. For this reason, we have committed a substantial sum for the purchase of bonds for a new sewer system in the town of Morrisville where there is a particularly pressing problem to obtain rateables which will support municipal services."

Employees participate in community life

Finally, U. S. Steel encouraged its employees to participate fully in community life by serving on committees and boards which were seeking solutions to local problems.

Mr. Leffler said—and his words make sense for any company: "If we do our fair share, we feel certain that the local

(Continued on page 15)

How We Did It —

How psychology plus promotion built deposits in the Tulsa Blood Bank

By Cleve Bullette

Supervisor of Publications

Service Pipe Line Company

Often worried about a fantastically growing demand for blood, Tulsa's Red Cross Blood Bank early in 1953 pondered ways of increasing its number of donors.

Various plans were considered and rejected. Letters to business firms requested increased quotas of donors, but Blood Bank workers anticipated no rush of compliance. On explaining their needs to Service Pipe Line Company public relations people, the Red Cross was offered a plan. It was "Blood Buddy Week."

Service Pipe Line Company is a crude oil transportation concern operating in eleven states and with headquarters in Tulsa. About 550 persons are employed in the Tulsa general office.

Blood Buddy Week was considered by the Red Cross as a new approach to the worrisome problem of obtaining sufficient donors to supply the sick and injured in Tulsa Hospitals. The idea received its blessing quickly.

Two or three discussion periods were held. How to gain wide participation, to interest the novitiate donor and to dispel any qualms he might have, were threshed out. A simple and direct but concentrated plan to ask everyone in the Tulsa office to give blood was worked out. Under the plan each person was to have the chance of asking a

A NATIVE OKLAHOMAN, Cleve Bullette entered public relations activities via the newspaper route. His newspaper work includes management of country weeklies and posts as reporter and city editor on metropolitan newspapers. He also was employed as a political commentator on Oklahoma's eight-station radio network which he helped organize in 1937. He went from the *Tulsa Tribune* to the Service Pipe Line Company in 1948 as assistant editor of the company's employee magazine; and is now supervisor of publications and visual aids.



Service Pipe Line Company's artist prepares one of the posters used by the company in its successful plan to increase the "annual quota" of blood donors.

friend, a Blood Buddy, to go to the blood bank with him or her. Companionship, it was believed, would serve to promote an "I'll go if you'll go" attitude, and also to bolster the courage of the fearful.

A pledge card and a membership card in the Blood Buddy group were designed. The plan called for previous donors to act as soliciting teams for people with no experience with the blood bank. They were to explain that giving blood was a painless, safe and quick operation.

Two previous donors were made co-chairmen of the campaign. Appointing a team of soliciting aides, they assigned them to work on each floor of the six-story Service Pipe Line Company building. The solicitors were to take the Blood Buddy cards and approach each person, explain the plan, and ask him or her to urge a Blood Buddy to sign up. The safety section was given the responsibility of keeping the pledge cards on file, noting the date the volunteer wanted to donate blood, and to inform him later when this date came up.

Meanwhile, publicity efforts resulted in half a dozen colorful posters, created by a staff artist. A *Tulsa Tribune* reporter also did a warm story on the over-all campaign in advance of the starting date.

With the program ready to go, it was kicked off March 30 by a letter from President J. L. Burke to each Tulsa employee. The special posters were placed in convenient spots around the building. The tabulating poster represented a crude oil barrel — 42 gallons or 336 pints. It was to be the goal.

The solicitors went to work. Within three days the Red Cross was amazed and pleased by the overwhelming re-

sponse. The first day the pledges exceeded the 1952 contributions of 96 pints. The second day they passed the Red Cross' 1953 request of 132 pints. The third day the tally passed the goal of 336 with a count of 354. By the end of the week the final count showed 471 pints pledged, an increase of almost 500 per cent over 1952.

The Red Cross expressed interest in the Blood Buddy Plan as a pattern of operation for other companies. Service Pipe Line Company readily gave its consent. It was invited to show how the plan worked on television station KOTV in Tulsa under the auspices of the Red Cross. The success of the plan led to inquiries by other Tulsa firms. The company offered to demonstrate the mechanics of the plan to any interested organizations.

Aside from the humanitarian aspects of the plan, it served to induce near-blanket employee participation in a company-conceived project. Three months after Blood Buddy Week, the Red Cross reported that pledges were fulfilled almost 100 per cent. • •



This poster depicts the final results of the company's blood donor campaign which boosted pledge signers from 132 in 1952 to 471 in 1953.

PR QUESTION OF THE MONTH—

Should public relations directors and counselors be licensed?

| | No: unequivocally | No: we're not ready yet | Yes: unequivocally | Yes: as soon as we are ready | TOTALS |
|------------------|----------------------|-------------------------------|-----------------------|------------------------------------|--------|
| PR DIRECTORS | 18 | 5 | 3 | 0 | 26 |
| PR COUNSELORS | 13 | 6 | 5 | 4 | 28 |
| TOTALS | 31 | 11 | 8 | 4 | 54 |

A LARGE MAJORITY of members of the Public Relations Society of America are opposed to state licensing of public relations directors and counselors. At least, that is the overwhelming verdict of those who responded to the PUBLIC RELATIONS JOURNAL's Question of the Month.

On this question, a panel of 100 PRSA members were queried, fifty of them leading public relations directors, and fifty counselors. A total of fifty-four replied within the time limit set for the question—a high return for this type of questionnaire.

Of the respondents, 42, or slightly over 80 per cent, were opposed to state licensing. Only 12 favored such licensing.

Of the adverse vote, 31 expressed themselves as unequivocally opposed to licensing. Eleven were opposed only on the ground that the profession is "not yet" ready to define itself.

Similarly, in the favorable column, eight were unequivocally for state licensing now, while four felt favorably inclined, but thought that the task of defining the profession may cause delay.

The question

The question, as stated in the poll, was "Do you believe that public relations directors and counselors should be licensed by the state, as in the case of lawyers, certified public accountants, engineers, etc.?"

This proposition has been debated lately in various quarters, and, judging from editorial opinion elsewhere, has stirred up much opinion favorable to licensing. If such favorable opinion does exist, it is certainly not held by a majority of PRSA members.

Respondents' names withheld

Because of the contentious nature of the question, and possible reflection on the professional standing of the respondents, the JOURNAL agreed to keep the names of respondents confidential. However, none of the respondents expressed any objections to quoting opinions, without names.

Wrote one well-known PR director: "I don't think our profession has yet reached the degree of definiteness needed before a licensing system could be set up. We haven't even in our Society worked out a bill of specifications under which we can determine accurately whether a man is a professional public relations practitioner or not."

From time to time Journal editors ask members of the Public Relations Society of America their views on a question which has public relations significance. This month's question was sent to 100 members—50 PR counselors and 50 PR directors. The replies were summarized by G. Edward Pendray, Senior Partner, Pendray & Company, New York. Readers are invited to submit questions of interest for such treatment.

Along similar lines, another wrote: "Until more and more schools prepare youngsters academically for public relations, until more and more business institutions subscribe more wholeheartedly to hiring directors or counselors on the basis of professional qualifications and not personality or other factors, and until more present practitioners exert pressure to elevate practices, standards, and behavior, I think the matter of licensing is a dream."

"What would be the criteria for licensing PR practitioners, when their work ranges from a press release to counseling a board of directors?" asks another.

Are we ready for it?

Some believe that licensing might be useful, and ultimately will come, but that we are not ready for it yet.

For example, one counselor wrote: "We are not ready for licensing and will not be for quite some time—maybe a dozen years. At the same time, I believe the profession should explore all the angles involved in state licensing, on the theory that there is a better than even chance that such a development will come as public relations matures."

Said another counselor: "All of us want to establish standards, define our field, measure its values. The more mature the profession becomes, and the more widely accepted its functions and values become, the more likely it

is that the Society will foster democratic methods for policing. But these days it takes a lot of courage to 'invite' the prospect of government regulation by licensing in a field that even the most learned PR men are still trying to define."

Evils of state regulation

A number of respondents were sharply opposed to licensing on the ground of opposition to any further extensions of state interference with the lives and occupations of its citizens. Commented one: "Government licensing would tend to politicize the profession."

"Statutory regulation," wrote a PR director, "while it defends the profession against malpractice to a certain extent, at the same time limits and restricts the area of operations, and such limitation and restriction cannot as yet be successfully defined."

Moreover, licensing doesn't necessarily defend the profession against malpractice. As another PR director put it: "Licensing does not eliminate charlatany. We still have the quack M.D., and the jackleg lawyer after several decades of licensing. All it does is turn over to the state a part of the responsibility for a job that, in the first instance, should be done by the craft itself."

"It may be," writes a third, "that the time is not far off when all Americans will need to secure a license, or a permit to work, from some governmental agency, but I do not happen to be one of those who wish to bring that time

any closer. Is it sound reasoning to believe that the licensing of public relations practitioners necessarily raises the level and enhances the prestige of public relations people, any more than it has done so for barbers, manicurists, taxicab drivers and many other groups?"

Comments another: "Primarily such licensing, in my opinion, would be a subtle and indirect invasion of the right of freedom of the press. Since all public relations people are in one way or another involved in the dissemination of information to the public, placing them under licensing by the state would create a form of control over their activities in that area."

Advantages of licensing

On the other hand, those in favor of licensing had some strong arguments.

Wrote one PR counselor: "Licensing of the PR profession would protect members of our profession and members of the public alike. If the PR counselor were licensed, as is the CPA, attorney, doctor, etc., everybody would know that the PRC had measured up to certain accepted standards to win his license."

A PR director said: "There are far too many unqualified persons hanging out their shingles as public relations specialists. Although the Society has made great strides in lifting the standards of the business, it would become a profession faster if there were some behavior check along the way and some real teeth in the code of ethics—or at least an examination for certification as a qualified practitioner."

Another comments: "I would like to see the profession progress to that point where the Society could say, in effect: 'Anyone who qualifies as a member of the Society has successfully passed a program of education and training under supervision, and further has submitted to an examination as to knowledge, character and fitness, and passed at the minimum now set as the standard.'"

The net of it

In general, those who expressed themselves as opposed to licensing did so, for the most part, on two grounds: (1) that the profession has not as yet developed to a point where licensing would be either practical or possible, and (2) that harmful results would follow from state or political control of the profession, especially in its present undeveloped or plastic condition.

Those in favor, on the other hand, were impressed with the possible advantages to the profession of better selection and policing, and placed little emphasis on the supposed difficulty of defining the profession adequately enough for licensing.

On the whole, there appears to be deeply-felt opposition to the idea of licensing. Most PRSA members who responded appear to feel that any attempt to "freeze" the profession for licensing purposes at this stage would result in the establishment of artificial and unwise limitations, and would open the door to stultifying bureaucratic or political interference with the profession's growth and development. • •

Russian culture unchanged

UNHAPPILY for the Western World, the Russia of Catherine and Alexander was untouched by the Renaissance and the Reformation. Even many of the things we take for granted today which resulted from the French Revolution such as the recognition of individual liberty; the doctrine of the sovereignty of the people; and the stimulation of the principle of nationality; never really reached the Russian people when ruled by the Romanoffs. And the succession of the Soviet dictators to the throne of the Czars has brought them even less freedom and understanding.

The pertinence of this historical background is that to this day there is a powerful country, now actually a part of Europe and participating in European decisions, whose people are practically untouched by modern political beliefs. Having themselves been revolutionists, the Soviet ruling classes are governed by the fear of being in turn overthrown. That is why they feel the need for an Iron Curtain to suppress all intercourse with their neighbors. And to preserve their own uneasy rule they require a constant atmosphere of tension and suspicion of all foreigners.

WARREN LEE PIERSON, Chairman of the United States Council of the International Chamber of Commerce, San Francisco

Food for thought...

Newspaper Food Editors Conference pays big annual PR dividends

By Stephen E. Korsen

In Charge of Press Relations
The Borden Company



A bountiful smorgasbord, held in Chicago's Svitiod Singing Club, set the food theme for the Borden Company's dinner for food editors attending the conference. Company executives explained daily economics and the food and business outlook.

THE NO. 1 PUBLIC of the PR practitioner connected with the food industry is the American housewife. It is she who handles the family food budget, decides day-in and day-out what foods are to be purchased and served to her family, and keeps the food larder stocked.

In her role as the keeper of the food budget, she is interested in price and supply. And, as such, she is ever ready to give voice—and a powerful one—when prices rise or supply gets tight. It therefore is essential that she understand the economic aspects of the food business and the many regulations which control the industry.

As the family diet director, she has the responsibility of raising a healthy family by preparing nutritious and appetizing meals. To keep her family well-fed and happy at mealtimes, she needs to keep abreast of developments in the field of nutrition, and, for the sake of diet variety, be on the alert for new products and novel ways of preparing and serving staple foods.

This is a big order for the average housewife, but an even bigger one for the PR worker. It requires a unique mass communications and educational effort, as complex as it is all-important. It makes mandatory year-round contact with the daily buying and consuming public, more so in the case of the food industry than in that of any other. And two-way communications at all levels is of the essence, since the food industry is the least able to dictate consumer preferences.

One device successfully employed by food industry PR people in meeting this challenging problem might well form a pattern for those in other fields, particularly in the consumer-product class where brand-name

identification is of utmost importance. It is the annual Newspaper Food Editors Conference, sponsored by the American Association of Newspaper Representatives. Organized in 1943, the 10th annual week-long conference held in Chicago last month drew 135 food editors from leading U. S. newspapers, representing a daily circulation of about 33 million and a Sunday circulation of nearly 60 million. And a total of 30 food companies and related organizations, as well as state commissions, played host to the editors.

Under the Newspaper Food Editors Conference program, newspapers send delegates to attend the event. Participating food organizations undertake the week-long hosting job, providing full-day programs—from breakfast through dinner, and from friendly “get-togethers” to serious business discussions. It is a week of speeches by top executives of leading food companies and industry associations, unveilings of new products, issuance of kits laden with novel recipes, food photos and press releases, as well as discussions of new nutrition findings.

Editor's point of view

In giving executives a chance to address these important editors, and PR staffers to make personal contact, the conference also gives them a rare opportunity to get the editor's point of view—and what she considers the wants of her readers. And the food editor's voice is a weighty one, for newspaper readership surveys show that women readers rate food columns as a close competitor of front page news.

This year's co-chairman of the A.A.N.R. conference for food editors were Charles Buddle of J. P. McKinney & Son, and J. Donald Scott of Scolaro, Meeker & Scott, both of Chicago. Their comment on the aims and objectives of the conference is edifying:

"We believe that this conference is important to both food editors and manufacturers. It stimulates a better understanding of each other's problems. The conference enables the editors to make direct contact with repre-



Among organizations represented at the conference by Theodore R. Sills & Company was the Tuna Research Foundation, whose executive director discusses industry problems with a group of food editors.

sentatives of manufacturers and to make known their wants. By personal contact, many of the editors can explain to the manufacturers their regional problems. Such conferences also produce brand-name news of importance to the editors. In addition, food editors attending the sessions, are stimulated to improve their own food pages by finding out what other editors in the same line of work are doing."

Strong support of these benefits claims comes from members of the Public Relations Society of America whose companies have participated in the conference. For example, Theodore R. Sills, president of the Chicago PR firm bearing his name, observes that this event "establishes contacts for years to come, contacts of mutual advantage." The contact is good for the editors, the manufacturers, and the consumers who are thereby given information about the various products, he reports. Theodore R. Sills & Company represented the Louisiana Yams, National Pickle Packers Association and the Tuna Research Foundation at the conference.



The Public Relations Advisory Committee of the Grocery Manufacturers Association met during the Food Editors Conference. Members of the committee include (standing, l. to r.): George C. Reitinger*, PR manager, Swift & Co.; G. A. Duff*, manager of PR, Scott Paper Co.; Col. Edward F. Brown*, v.p., National Dairy Products Corp.; Franklin Bell, director of adv., H. J. Heintz Co.; and Bruce Watson*, manager, PR department, General Foods Corp. Seated (l. to r.) are: Milton Fairman*, PR director, The Borden Co.; Don R. Cowell*, PR director, Quaker Oats Co.; J. E. Drew*, PR director, Lever Brothers Co.; and Steve Nesbit, PR director of Gerber Products.

(* Indicates Member of Public Relations Society of America.)

When it comes to new-product introduction and news with brand-name identification, the conference is of considerable value. J. E. Drew, PR director of Lever Brothers Company, reports that the conference gave his company "an opportunity to take the editors behind the scenes and show them by means of a step-by-step process" of pastry making and of refrigeration methods to maintain the keeping quality and flavor of its margarine.

Credit to publishers

Paul Chandler, PR manager of the Kraft Foods Company, reports that the conference is "a great credit to



Charles D. Buddle (left) and J. Donald Scott (right), co-chairmen for the conference, which is sponsored by the American Association of Newspaper Representatives, discuss program arrangements with Arthur B. LaFar (center), president of Angostura-Wuppermann Corporation, during a buffet breakfast given by Angostura-Wuppermann the opening day of the conference.

the publishers of America's leading newspapers that they make possible attendance of their editors at the annual meeting. We know of no better forum to present the case of the food manufacturer to the principal link between them and the consumers." And Don Cowell, PR manager of Quaker Oats Company, observes that "we got something of value from our participation in the conferences, and we believe that the editors as well got something from the fine communication between our two groups."

The American Meat Institute, whose PR is headed by Norman Draper, adds an extra touch to the conference program by annually presenting bronze statuettes to food editors participating in competition for the best presentation of news about food.

"The conference offers a meeting place for the exchange of views and information which are mutually helpful," according to Mr. Draper. "We find out what the food editors want, and endeavor to supply the materials wanted. On the other hand, the editors find out from us what the meat situation is and what it is likely to be in the months ahead. It would be helpful all

(Continued on page 12)



Home economists from the Test Kitchens of Lever Brothers document the company's release on a new pastry-making method for editors attending the annual conference, held in Chicago's Drake Hotel.



Examine the over-all setup with the photographer . . .



Decide on the center of interest . . .
Hands can be used to draw attention . . .

Help your industrial pictures sell themselves

By Franklin G. Beezley
Co-director of Copy
Bert S. Gittins Advertising

Pictures by Clarence Hansen
Chief Photographer
General Machinery Division
Allis-Chalmers Manufacturing Company

HOW LONG HAS IT BEEN since you put an industrial PR photo under a business editor's nose and heard him say with noticeably more enthusiasm than his usual grunt, "I'll take it?"

If it's been some time, it might be worth your while to do a little checking to find what your pix are lacking.

Because every public relations man has good reasons for every shot he has taken—we'll dismiss content and concentrate on pictorial interest. This is the element described by one picture editor as, "the elusive ingredient that helps photographs sell themselves."

Getting away from generalities, just what is pictorial interest?

After talking with a number of editors, industrial photographers and public relations men, you come to the con-

clusion that it's a combination of many things — including interesting camera placement, careful composition, logical model selection and dramatic lighting arrangement.

Inasmuch as every picture you take is

a situation unto itself, it is impossible to outline a list of hard-and-fast rules to follow to make sure all your pictures will be loaded with pictorial interest.

The hints, below, may prove helpful, however. They are the net of the experience of a number of people who have learned that pictures with a payoff are the result of thought, planning and hard work.

1. *Study back issues* of your local newspapers to find out what editors prefer in the way of company-supplied photos. Don't stop with the business page, however. Even though it's your best bet in most cases, chances are that, with the right kind of pictures, you can get valuable space occasionally in the general news, picture, sports and feature sections. A few hours spent in back-issue checking may



Franklin G. Beezley has been co-director of copy for Bert S. Gittins Advertising, Milwaukee, Wisconsin, for the past four years. He previously held advertising agency positions with Klaau-Van-Pietersom-Dunlop Associates in Milwaukee and the Fensholt Company in Chicago. Prior to this he was a house magazine editor and advertising copywriter for the General Machinery Division of Allis-Chalmers Manufacturing Company. Mr. Beezley is co-author of the book, *How to Take Industrial Photographs*, published in 1948 by McGraw-Hill Book Company.

be all you need to see why other companies in your community seem to get all the "breaks," even though their subject material may not be as newsworthy as yours.

2. *Talk with editors directly* and ask them what kind of photos they're most likely to use. Get the facts firsthand, not only on idea content, but also on photographic technique preferences. It may pay you when making calls of this type to take your photographer with you, especially if he has not had newspaper experience. Editors welcome questions. Public relations men who have taken the time to ask this type of counsel report it pays off in more pictures being accepted and more column inches provided.

3. *Brief your photographer.* Before starting out on an actual assignment, explain the purpose of the picture to the photographer. Tell him what it's intended to do, where it's intended to be used, what the publication prefers in photographic treatment, problems he will face in space, lighting, etc., that may have a bearing on the equipment he takes on the job. A short session of this kind can save much time at the scene, improve the quality of your photos, eliminate much expensive and belief-destroying retouching.

People your pictures the right way . . .



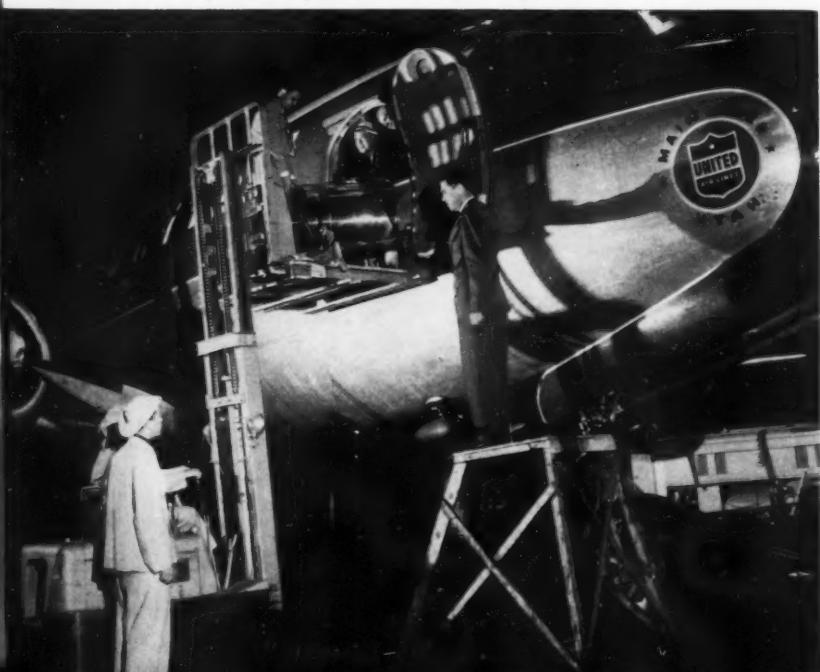
Make your models belong . . .

4. *Go out on the job* with your photographer. When you work the same as the publications you supply stories to, you get better results. You're the newsman. You know what you want. Being on

the spot, you can take advantage of unforeseen situations that may mean the difference between a four-column by ten-inch area and a one-column by two-inch spot. Rely on the photographer to do his job—but not both his and yours.

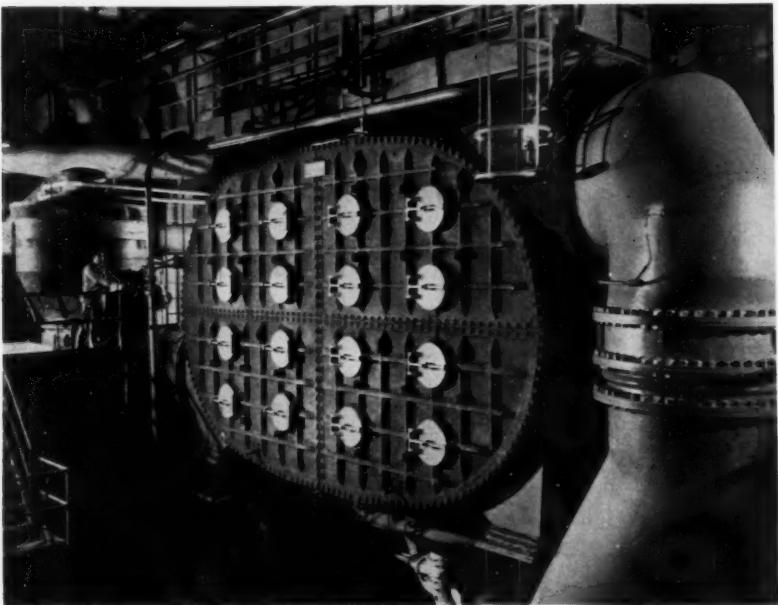
5. *Examine the over-all setup* with the photographer. Is it conducive to the best possible picture for the purpose you have in mind? Or is there another location available that would give you better results? You can often get valuable help in this matter from the plant superintendent, the department manager or a foreman. In addition, you can usually depend on these men for assistance in clearing the way for your photographic operations.

6. *Consider the background.* If there is more than one way to shoot the picture, choose the position with the least-disturbing background. Anything which competes with what you want to show cuts down the value of the photo if left unretouched . . . costs time, money



and believability if retouched. In those cases where you cannot avoid botched backgrounds, it is sometimes possible to overcome the difficulty by the lighting you use. Troublesome glare from window light can be eliminated by taking your picture at night.

7. *Decide on the center of interest.* For any photo to be really effective, attention should be focused on one spot. If your idea is to tell the story of a new machine, place your camera in such a way as to provide an interesting view of the complete unit. You can often use



Allow time for effective lighting . . .

an operator's position as a helpful device in centering attention in this kind of shot. To show a single part of a machine, get up close to get detail. Hands can be used to draw attention here.

8. *People your pictures the right way.* No one knows better than you the value of human interest. The degree in which you use this element should vary, however, with the intended use of the photograph. A picture illustrating a highly technical article can go light on models—using them mainly as atmosphere. A photo meant to illustrate a feature story can reverse the emphasis—spotlighting the man and playing down the machine.

9. *Make your models belong.* Workers add reality and warmth to industrial publicity photos. Merely having them in the picture, however, is not enough. They should appear to be an integral part of it—and the best way to put across this idea is to use as models those who actually operate the equipment. What's more, have them doing something connected with the machine—reading a meter, turning a valve, etc. In many cases, it is not important that a workman's entire body appear. Head, shoulders and hands—or

just hands alone—are often enough to provide the human interest you want.

10. *Allow time for effective lighting.* Your photographer knows that straight frontlighting gives you a dull, flat picture . . . that, depending on the subject, side, top or backlighting and just enough frontlighting to fill in the deep shadows, will work together to bring your photos to life. Flash bulbs can be used to advantage in photographing dark-colored equipment and eliminating undesirable backgrounds during daylight shooting. It takes time to light most subjects correctly, but the dramatic results will show you it really pays off.

Food for thought

(Continued from page 9)

around if other groups of editors could be similarly gathered once a year so that there could be contact between individuals who write the news and the people who are supposed to supply accurate information."

C. W. Platten, PR manager for General Mills, finds the conference an excellent two-way communications medium, observing:

"We have been gratified to act as hosts to the food editors for three of these conferences. In each instance, we were grateful for the opportunity presented through the respective functions for getting to know better these representatives of the food press, and for learning how we can better serve them in purveying food news."

"If we were to add up the results, tangible and otherwise, we would find a mutuality of profits has been derived from them. We have learned a great deal from the food editors, and we hope that food writers have learned from us some of the developments, challenges, and innovations that combine to make our industry the interesting field of opportunity that it is. Food editors and food industry people have a common objective. Both are dedicated to public service through the instance of food improvement, nutrition values, and more efficient production and distribution of food. It is subject to the daily living habits of every person in America."

The Borden Company has been a conference host since 1945, when it still was a regional show. Borden's has sought to: provide editors with an understanding of dairy industry economics and problems; cultivate a relationship continued through the year by its consumer press services; provide basic nutrition information about its products; and obtain publicity of both specific and generic types in behalf of its products.

Milton Fairman, Borden's PR director, reports that the 1952 conference brought the company's products publicity in two syndicates which claim a combined circulation of 26,500,000. And exclusive of this, Borden publicity, according to clipping bureau returns, reached circulation of nearly 44,000,000, all traceable to materials distributed at the conference.

"For a food company," Mr. Fairman concludes, "the conference is one of the most beneficial of all PR efforts." • •

PR via public service television

"... There is no question that because of the tremendous audiences which can be reached on a low-pressure public service level through television, it will become . . . by far the most valuable tool of all for mature and effective public relations."

By Robert Rubin*

TV Film Commercial Supervision

Ruthrauff & Ryan, Inc.

APPROXIMATELY 4% to 6% of the total amount of television broadcasting time in the United States is currently devoted to industry's public service films. This is part of a growing trend, a trend which spells out an enormous new potential for industrial public relations programs. It would be well for public relations departments and firms to take full stock of this development and thoroughly explore its present and future potentialities. We are sure they will find unprecedented opportunities.

This phenomenon has developed for two reasons: (1) that television stations have a great deal of sustaining time to fill, and (2) because the FCC requires that a reasonable amount of time be devoted to the public interest. These factors have been at work since the beginning of television — and parallel to a certain extent the early development of radio. The difference, however, between radio and TV is that

* At the time this article was written Mr. Rubin was with Pathescope Productions where he specialized in developing and producing PR film programs. — Editor.

Survey reveals basic rules for producing public service TV films:

- ... The film should be basically entertaining.
- ... Should be non-commercial in feeling.
- ... Should be scientifically accurate.
- ... Should be designed honestly in the public interest.
- ... Subject of the film should be closely related to the business of the sponsor.

in the latter public service films which had originally been produced for other purposes, became immediately available as a basic tool of programing. The problem is that as time goes on, the supply of old industrial films becomes more and more limited through overuse (many of them have been shown as many as ten times on a single station) and not enough new and TV-designed films are being produced.

Unprecedented market

Add to this the needs of the 2,053 new stations which were authorized by the FCC some months ago (of which 242 will be devoted exclusively to educational non-commercial purposes) and you have an almost unprecedented market, both today and in the future, for effective public relations to a mass audience.

A number of progressive public relations people with a keen eye for new PR opportunities sense this trend and have been reaping some very rich rewards. But the needs of the television program director are so great that the surface has not been scratched. This greed for material — is a situation that does not often exist among editors, or other targets of PR people, and should certainly be capitalized on by all who are able.

The first films developed primarily for public service programing via television were developed by industrial groups experienced in the field of public service work. Among these, for instance, was the National Board of Fire Underwriters, whose work in fire prevention had provided an excellent background for public service TV program-

ing. The Department of Defense was an early pioneer in the field and is even now currently running an excellent series of public information films entitled, "The Big Picture."

The efforts of industrial companies to follow the lead were much more halting — they did make existing industrial films available to television stations on a somewhat disorganized basis — and many of the films were used because the need was so great, and not because the films were good. But they didn't go to the next logical step to find out what television stations really needed and what kind of films they could produce to get the maximum distribution on those television stations.

It occurred to our company some time ago to try and find out exactly wherein the interests of television stations and the interests of industrial companies coincided. We had found, much to our surprise, that many industrial companies felt that any message which they wanted to get across to the public might be considered too commercial for public service television broadcasting. We felt that on the other hand this was the old story in the public relations field and that somebody in the PR business ought to find out wherein the editor (or in this case the program director) and the client had the same interests so that the PR person could do an intelligent and worthwhile liaison job.

Survey made

We decided to send several members of our staff out into the field to talk to program directors and station managers. We visited about 75% of the stations broadcasting early in 1952 and made an exhaustive survey into exactly what their needs were. Frankly, we were received in most cases with open arms. One of the first things we discovered

Robert Rubin was the coordinator of audio-visual services at the City College Audio-Visual Center until 1949, when he joined Pathescope Productions. At Pathescope he specialized in developing and producing public relations film programs directed at school and television audiences. Recently he has transferred to Ruthrauff & Ryan, Inc., where he serves as a TV film commercial supervisor.



was that program directors more easily accepted the potential for good industrial films as public service television than did industrialists and PR men. This despite a situation where they had been forced, because of a lack of available material, to use old, outdated and pretty shopworn films of questionable public service value simply because there was nothing else available. They greeted us as potential rescuers for them and filled us with much extremely valuable information on exactly what kind of industrial films should be produced.

As a company we became so convinced of the importance of this field of public relations that we shifted a great deal of our emphasis in this direction. I don't think that we have written a presentation to a prospective PR client since we made our survey that has not incorporated the basic facts pointing up the potential of television PR.

Basically, the conclusions of our survey in terms of how films should be made with TV in mind were as follows:

1. Films should be basically entertaining, with the understanding, of course, that entertainment could take many forms. We don't necessarily mean that all films should have ballet sequences or a plot. We do mean that a mature presentation of a subject of interest to an audience can do a job of holding an audience.

2. Although television program directors have no objection to identification of the sponsor, they do feel that the film should be noncommercial in feeling. This is very often simply a sense of values. While there is no rule-of-thumb as to how much commercial "you can get-away with" in a film, the same kind of thinking which goes into a press release on a public service theme for newspapers or magazines ought to go into programming for television. In other words, look at it from the point of view of the program director, just as you look at it from the point of view of the editor — do not think of it too heavily in terms of the advertising or sales department of the client. This, of course, means a company or client education program for the PR man.

3. Since the film sponsor is going to be judged by the kind of presentation it puts out, it should be scientifically accurate and the facts should be as they really are.

4. We should recognize the fact that stations are in business to sell as much time as they can and that in order for your film to pass as public service programming, it should be designed honestly in the public interest.

5. To benefit to the largest degree in a public relations sense, wherever possible the subject of the film should be very closely related to the business of the sponsor. In this connection we feel that any industry can find a number of suitable subjects which would

schools. As a matter of fact, we discovered in our initial efforts for clients producing for the TV market that those elements which go to make up a sound film for TV helped to make the film more effective as an instrument for public relations through schools and clubs. By following these principles, *films achieved much wider distribution in the school area than any previous films produced by them expressly for the school market.*

While primarily designed for the



A scene from General Foods' public service film, "Treasure For The Making." In the first year of distribution the film's estimated TV audience was over two million; estimated live audience, through school and club showings—257,000.

more than adequately combine the requirements of public service and of identification with the business of the sponsor.

There are mechanical things, too, which will insure extensive distribution. Films should be designed exactly to length — either 28½ minutes to fill a 30-minute segment, or 13½ minutes to fill a 15-minute spot. When publicity is released on such films, each letter should contain what is known as a "music cue sheet" which will give the station advance clearance for all music included in the film. Your publicity should contain a statement to the effect that actors, crews and other people connected with the production have all given clearance to the film for television production.

School distribution

Actually, it is not a very big jump from planning a film for television purposes and planning it for distribution to

school market, one of the finest examples of this type of double planning was a film which the General Foods Corporation produced about a year ago entitled, "Treasures For The Making." In September of 1951, the Certo Division, General Foods Corporation, began the development of a film program designed to stimulate sales of their products *Certo* and *Sure-Jell*. These are fruit pectin products used by housewives in making jellies and jams at home. A study of their market revealed that although the General Foods products had a very substantial share of the fruit pectin market, they were not reaching enough teen-agers who, as future housewives, were a very important group to reach early.

It was decided that the film program should aim at reaching teen-agers through their home economics classes and 4-H Clubs. Adult groups were to be reached through showings in clubs and, of course, on television.

It was the feeling of all concerned with the film program that with this approach we could get additional immediate sales, and that the market would continue to be a large one.

Objective approach

After developing with General Foods the general story treatment, contact was made with a panel of leading educators in the home economics field and with a number of TV programming people for the purpose of revising our approach to meet the needs of TV and the schools. The primary conclusion drawn from these discussions was that the basic approach for "Treasures" should be one of strict objectivity; one in which we show the why and how of jelly making.

Actually, "Treasures" goes much further, it is basically a motivational film pointing up the creativity of home-making through the production of wholesome and economical foods at home. In its final form, "Treasures," not only did not mention or show General Foods products by name, but illustrated with equal fairness a method of producing jams and jellies without using fruit pectin at all. We feel that this approach has contributed to the film's good acceptance and has earned for it the cooperation of leading universities, agricultural organizations and government agencies. Once our plan was decided upon and our script prepared, it was submitted for a final check to this panel so that all possible bugs could be removed.

In the first year of distribution "Treasures" played on 75 stations throughout the country, reaching an estimated audience of slightly over two million people. At the same time it was shown 5,420 times in schools and clubs reaching directly a live audience of 257,000.

To support the school distribution, a silent film strip entitled "Jam Session" was also produced and offered to teachers as a complete jelly-making demon-

stration. This film was offered to teachers for their permanent use as part of their own educational home-making materials library. The response has been simply staggering. Already almost 7,000 teachers are using "Jam Session" as a regular part of their jelly-making lesson and the requests are pouring in. We expect by the end of 1953 to have shown "Treasures" on every television station in the country at least once and to easily double the use of both the motion picture and the film strip within the schools.

A number of other industrial organizations have had equally phenomenal success with TV and school distribution. Socony Vacuum's excellent safety film, "And Then There Were Four" has been shown during the last several years at least 200 times on the 80 stations serving their marketing area. The figures on distribution for films released by the National Association of Manufacturers, U. S. Rubber Company, Dun & Bradstreet, Ford Motor Company, and others too numerous to mention, are equally impressive.

Value derived

In talking to public relations people who conducted these programs concerning the value accrued to their organizations from these efforts, the response has been very positive and very satisfying. Most of them feel that the public service phase of their efforts has been of considerable value. In many ways, television public service programming combines the advantage of a "big gesture" in building prestige and dignity for the film sponsor with a direct association of quality and service with specific products or services.

There is no question that because of the tremendous audiences which can be reached on a low-pressure public service level through television it will become not only the greatest advertising medium in America, but also by far the most valuable tool of all for mature and effective public relations. • •

The best things . . .

"The best things come, as a general thing, from the talents that are members of a group; every man works better when he has companions working in the same line, and yielding to the stimulus of suggestion, comparison, emulation. Great things of

course have been done by solitary workers; but they have usually been done with double the pains they would have cost if they had been produced in more genial circumstances. The solitary worker loses the profit of example and discussion." —Henry James

Community planning

(Continued from page 4)

communities will meet us half-way in solving problems of mutual concern. Such mutual trust and cooperation will go far to increase the pride of the individual employee in his community and in his plant. From such improvements in human relations can come better safety records, high quality products, and greater productivity.

"This is our enlightened self-interest but beyond that United States Steel is an organization of people who have an interest and pride in their homes, their neighborhoods, and their communities, and who are willing to do their own share as individuals to contribute to the community welfare."

With such an example before them, is it likely that the people of Bucks County will fall for outdated propaganda about "heartless corporations," "robber barons of industry," and all the other tired left-wing cliches? I think not. Actions speak louder than words, and those corporations which are living up to their community responsibilities are fighting the best kind of battle on behalf of American free enterprise. They should be praised—and emulated!

Easier said than done

This, of course, is easier said than done. Although community relations is an area of activity in which public relations executives have a great deal of experience, it has, in the past, dealt with established communities. Community planning of the sort that I am talking about in new or rapidly expanded communities is an entirely new problem on the industrial horizon.

My organization, UCDS, was created as a tool for just such problems. Our staff of experts on community organization already have assisted many companies. If your company is engaged in defense work in expanded communities, UCDS will be happy to make its specialists available for consultation at no expense to you or your organization.

It is our hope that government, industry, and social welfare organizations like UCDS, working together, can help to eliminate some of the conditions that may cause defense workers, GIs, and their families to lose faith in America—that thus we may help to strengthen our country internally for the trying days that lie ahead of us all. • •

P

PUBLIC RELATIONS MANAGEMENT

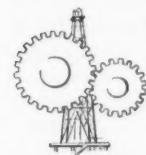
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This section represents an attempt to bring together ideas of interest to administrators of public relations departments, staffs or counseling firms. To us, public relations management is concerned with problems related to, but not part of, actual public relations practice. The administrator's interests include such problems as selection, training and incentives for personnel; staff management and equipment; budgeting and economics; client and inter-departmental relations, etc. If such a section as this is of interest to you, please let us know—and help us with ideas or suggestions.

—MILTON FAIRMAN, Assistant Editor

COORDINATION

Corporate people frequently find securing cooperation from operating management more difficult than getting it from top management. Standard Oil of California has a method which PR manager G. Stewart Brown believes is helpful in providing a sense of participation to operators and encouraging their cooperation. The company has a PR com-



mittee composed of operating vice presidents, with the president as chairman. General policy matters and new programs are submitted to this committee. The vice presidents are responsible for obtaining the full cooperation of their respective departments after a policy or program has been approved. While the plan has not always been fully effective, Mr. Brown believes that by and large it is valuable.

quent reminder of public relations benefits to management. Weekly résumés are helpful also in preparation of the annual departmental report.

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ADVERTISING REPRINTS

Reprints of company advertising are often important in employee communications. An effective and economical use of reprints was recently developed by Clyde D. Carder, Communications manager of General Electric's Aircraft Gas Turbine Division at Cincinnati, Ohio. By planning well in advance of a double-truck ad's appearance in *Life Magazine*, Carder obtained reprints trimmed to plant newspaper size. By using the reverse of the reprints for regular plant newspaper copy, GE created the impression that the ad was part of the publication—not an insert.

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MANAGEMENT REPORTS

To keep company executives abreast of PR activities and the benefits produced by public relations, Utah Copper Division of Kennecott Copper Corporation issues a weekly report to administrative and operating executives in its main office and plants. PR director Nelson W. Aldrich finds these advantages to the weekly report: Its ease of preparation, because events are fresh in the minds of the PR staff; its brevity, for easy reading by recipients; and its fre-

CLIPPINGS' USE

One way of putting publicity clippings to a good use has been developed at Solar Aircraft Company, San Diego, California. Phil Klauher, Solar's PR Director, selects about 25 clippings each month, then reproduces them in a four-page offset memo *Solar in the News*, which is distributed to key employees.



By this method, executives are spared reading many publications, kept posted on activities other than their own, and kept aware of Solar's PR work.

PRESS INQUIRIES

Pitney-Bowes, Inc., operating in Stamford, Connecticut, found editors in its principal market—New York City—

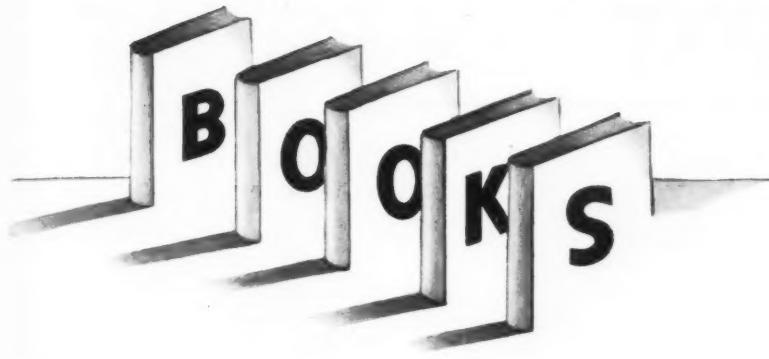


reluctant to phone the public relations office because of uncertainty about toll charges. PR and advertising director, Frederick Bowes, Jr., worked out a partial solution by inserting a note to N.Y.C. editors under the "bug" on the release form: "For further information you are authorized to reverse charges to the above Stamford phone number, and ask for the Public Relations Department." Result: Many inquiries which Mr. Bowes thinks might otherwise have been lost.

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PERSONNEL TRAINING

To indoctrinate newcomers to Chase National Bank's PR staff, a "quickie" tour has been found effective. The recruit spends several hours in each of Chase's main departments, at least a day at a representative branch. Supplementing the tour are: reading of banking trade journals, evening courses in general public relations, and a two-week session at the PR School sponsored by the N. Y. State Bankers' Association at Syracuse University. Vice president Crawford Wheeler recruits most candidates from the newspaper field, finds they learn as they go along with the job, helps build their confidence in themselves, their boss, and their bank, by taking them into his confidence on major public relations problems wherever possible.



THE TELEVISION MANUAL

By William Hodapp, Farrar, Straus and Young, Inc., New York, 1953, 296 pps., \$4.50.

Reviewed by Allen H. Center, Director of Public Relations, Motorola, Inc.

For the public relations man an acquaintance with television—of a nature more practical than definitive—is a working necessity of increasing importance.

In *The Television Manual*, William Hodapp has provided a practical and usable kind of text. It's all down-to-earth stuff with referents in the everyday experiences of those who plan, write, produce and direct TV shows.

The guide deals with program formats, particularly the half-hour show, ranging from a one-man performance and panels to drama, musicals and audience participation. There are functional descriptions of the people "on camera" such as actors and MCs, and the people "off camera" from the producer topside to the stagehand. The descriptions put all these people in perspective with each other. Also, attention is given to production gear on stage and promotional activities offstage, films for TV, and the whole matter of educational television.

There is a unique and extremely worthwhile section on "television today and tomorrow" airing authoritative views of notables in the fields on the educational and allied public service aspects of TV for the future.

For the novice, the Do's and Don'ts that conclude instructive sections are valuable. They would certainly merit review by the industrial PR man or woman faced with the task of putting together and coordinating a home-talent TV show for, let's say, the local Community Chest.

The guide is replete with glossary of terms, recommended TV literature, TV cost estimates, union information, forms and contractual agreements.

One special word of commendation for the manner in which the guide is made most enjoyable to read by the punctuation of precepts with live examples of today's network programs. • •

LIVE BETTER AFTER FIFTY

By Ray Giles, McGraw-Hill Book Company, Inc., New York, 1953, 205 pp., \$3.50.

The gerontologists tell us that years have been added to our lives and then they sagely add that it is up to each individual to add life to those years. This book tells something of the philosophy that should be considered in view of the increasing life span, and the opportunities for full employment of one's faculties in retirement planning.

The book, written by a man who practices what he preaches and has written a score of books and articles on the subject of retirement, presents the challenges of later years; and points out the fallacy of judging potentialities on the basis of age. Several chapter titles are significant: "How Old Are Your Attitudes?" "For Wider Horizons, Keep Learning!" "Keep Employable! You May Not Retire!" "Let's Live More Creatively;" "Pension Fright" And What to Know About It."

PUBLIC RELATIONS JOURNAL readers (average age: 42) will find this easy-to-read book has much meat for their own planning, and holds a store of philosophical and psychological fact and discovery important in PR work—with employee relations aspects of retirement planning growing more important every day.—R. L. B. • •

Reading File...

"How to Write Better Letters to Employees"

Factory Management and Maintenance (September, 1953—pp. 84-89)

Company letters are cheap, direct, intimate, quick, informal—and they look important. James M. Black of The Associate Industries lists 16 topics to write about, also 16 tips on writing to employees. • •

"Where Leisure Time—and Money—Goes"

Business Week (September 19, 1953—pp. 144-154)

With larger blocks of time on their hands, Americans' shift from crowd amusements toward individual pastimes is having its effect on U. S. economy. And attitudes toward both leisure and retirement are changing. (Second part.) • •

"The Crown Princes of Business"

Fortune (October, 1953—pp. 150-153 plus)

Should young men have managerial training, or should they work their way up? After surveying the activities of 70 large corporations, *Fortune* lists the pros and cons of training. • •

"Management Communication and the Grapevine"

Harvard Business Review (September 10, 1953)—pp. 43-49

The grapevine—a factor to be reckoned with in the affairs of management—is as permanent as humanity itself. It should be recognized, analyzed, and used for better communication. • •

"Decentralization: the Key to the Future"

Dun's Review and Modern Industry (September, 1953—pp. 54-55 plus)

Standard Oil (Ohio) Chairman Stambaugh feels it's management's job to guide, not drive. He considers decentralization—in government as well as in business—the only way to develop individual abilities fully, a development imperative for a free and progressive society. • •

NEWS IN VIEW . . .



Dr. Mortimer J. Adler, director of the Institute for Philosophical Research, spoke on "The Art and Ethics of Persuasion" at the Third Annual Regional PR Conference, sponsored October 21, by the St. Louis Chapter, Public Relations Society of America. Theme of the meeting, which drew PR and management people from the central states area, was "Tested Methods in Public Relations."



Howard W. Allen, vice president and director of public relations, Johns-Manville Corporation, New York, was keynote speaker at the Public Relations Seminar co-sponsored by the Texas Manufacturers Association and Texas Christian University at Fort Worth, October 15-16. He spoke on "Good Public Relations—Top Management's Responsibility."

Minnesota PR Forum leaders



Cyril W. Plottes, General Mills' director of public services, who as president of PRSA's Minnesota Chapter organized the annual Forum in co-sponsorship with the University of Minnesota, School of Journalism. (Story on page 19)



Arthur P. Hall, vice president in charge of public relations and advertising, Aluminum Company of America, organized the review of his department's PR functions for the Forum analysis.



The Advertisers Club of Cincinnati recently presented three local PR officials, all members of the Public Relations Society of America, with scrolls in honor of their achievements in national organizations. The presentation was made by Harry Ewry (right), Club president, at a joint luncheon held by the Cincinnati Chapter, PRSA, and the advertising group. Recipients of the achievement award were (l. to r.): Edward P. VonderHaar, director of PR, Xavier University and president of the American College Public Relations Association; John Locke, director, community relations, Cincinnati Board of Education and president of the National School Public Relations Association; and William G. Werner (second from right), manager, Division of PR, The Procter and Gamble Co. and president of PRSA. R. Calvin Skillman (center), assistant director of PR, The Champion Paper and Fibre Co. was the meeting speaker and presented a color film developed by his company on the principles of PR.



John L. Fleming, Alcoa's assistant director of public relations, monitored the department presentation, presenting his company's associates who described their areas of responsibility.

NEWS SECTION

NOVEMBER, 1953

Final plans drawn for Detroit public relations conference

J. W. McAfee to be Annual Dinner speaker; hospitality plans include automotive industry PR Show and plant visits.

With advance registrations indicating record-breaking attendance at the Sixth Annual Public Relations Conference sponsored by the Public Relations Society of America at Detroit, November 16-18, the local Chapter Arrangements Committee is developing some new wrinkles in hospitality to accord public relations men and women and their families who will be present from all over America.

The program, which will give heavy emphasis to the public responsibilities of business management in the present economic and governmental picture, will be topped off with the Annual Dinner, Wednesday evening, November 18, at which James W. McAfee, President, Union Electric Company, St. Louis, will give the major address.

Dean Donald K. David, Harvard Business School, will keynote the November 17 opening session, discussing with public relations people the public responsibilities of American business and the opportunities for public relations

service offered by such circumstances. The luncheon speaker on Wednesday will be Erwin Canham, Editor, *Christian Science Monitor*, Boston, who will discuss "Business At Bat-In Washington And On Main Street."

Skits and dramatics

Employing the use of professional meetings "stagers," the Detroit Conference will introduce some innovations in meeting format through the use of skits and dramatic effects to project

(Continued on page 26)



JAMES W. McAFEE, president, Union Electric Company, St. Louis, will be the banquet speaker at PRSA's Detroit Conference, Wednesday evening, November 18. He will speak on "Public Relations—Techniques or Ethics?" The Society's Annual Dinner is the closing event on the three-day program.

Minnesota Forum analyzes operations of Alcoa public relations program

Second annual event reviews manning and methods in major industrial program

The organization, responsibilities and functions of a major industrial public relations program were described in detail when Aluminum Company of America took part in the Second Annual Minnesota Public Relations Forum on September 25.

The Forum, sponsored jointly by the Minnesota Chapter of the Public Relations Society of America, and the School of Journalism of the University of Minnesota, was an all-day affair with seven speakers from Alcoa taking part. More than 150 persons from the north-central states area attended.

Held in the School of Journalism's auditorium in Minneapolis, the Forum was designed to give a thorough analysis of the public relations program of a nationally-known business. It was

audited by outstanding authorities in the field of public relations.

In commenting on the Forum and the presentation his group made, Arthur P. Hall, vice president in charge of public relations and advertising for Alcoa, gave the pattern the Alcoa group followed for the proceedings.

"The Alcoa Public Relations Department," he said, "attempted to show how an actual, existing public relations department operates. We didn't go into theory, but stuck to facts. We did want to show how our various sections operate and how each of these sections coordinates its activities with others within the department, as well as with the entire Alcoa organization."

Following the speakers, three auditors reviewed the organizational set-up

of Alcoa's Public Relations Department, and its presentation. The auditors included: Dr. Ralph Casey, director of the school of journalism, University of Minnesota; Milton Fairman, director of public relations for the Borden Company; and Ed Grunwald, managing editor for *Business Week Magazine*.

Speaking for Alcoa and the various subjects covered were: John L. Fleming, assistant director of public relations, on the Alcoa TV Show, "See It Now" and on Alcoa's Branch Public Relations Office; A. Murrin Held, the news bureau; Ralph L. Hoy, motion pictures and exhibits; Stanley V. Malcuit, industrial economics and editorial clearance; Robert A. Neary, community relations; R. L. Phifer, trade publicity; and W. H. Shepard, public relations at the plant level.

A complete report on the Forum can be obtained by writing to either the Public Relations Department, Aluminum Company of America, 1501 Alcoa Building, Pittsburgh 19, Pa., or the Minnesota Chapter, PRSA, 504 Metropolitan Building, Minneapolis, Minnesota. • •



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*"The captain told the mate and . . .
The mate told the crew,
The crew told me, so . . .
I know it must be true."*

The old song illustrates a simple formula. News travels quickly and naturally from the top down. So does opinion.

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(Advertisement)

November, 1953



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Membership Postings

The By-Laws of the Society require that applications for membership be posted 30 days before being submitted to the Executive Committee for approval. Members desiring to comment on the following applicants should write the Eligibility Committee, Public Relations Society of America, Inc., 2 West 46th Street, New York 36.

Active Membership

Catharine Bauer, Director, Information Service, National Society for Crippled Children & Adults, 11 S. La Salle St., Chicago 3, Ill. Sponsors: Dan Thompson and Samuel L. Austin.

Leo C. Beebe, Mgr., Educational Relations, Ford Motor Co., 3000 Schaefer Rd., Dearborn, Mich. Sponsors: Robert O. Dunn and Paul F. Burns.

Hugh W. Brenneman, PR Counsel, Michigan State Medical Society, 606 Townsend St., Lansing 15, Mich. Sponsors: George H. Saville and Leo E. Brown.

Leo A. Brown, Dir. of Adv. & PR, Wabash Railroad Co., 1679 Railway Exchange Bldg., 611 Olive St., St. Louis 1, Mo. Sponsors: C. Arthur Hemminger and Robert E. Hillard.

Lawrence L. Evert, Asst. V.P., The Ohio Bell Telephone Co., 750 Huron Rd., Cleveland 15, Ohio. Sponsors: Daniel W. De Hayes and Rodney C. Sutton.

W. R. Foster, PR Mgr., The Carling Breweries Limited, 293 Niagara St., Toronto, Ontario, Canada. Sponsors: William E. Austin and W. Frank Prendergast.

Harry H. Hardy, Mgr., Field Services, Public Relations, Standard Oil Co. (Indiana), 910 S. Michigan Ave., Chicago 80, Ill. Sponsors: Conger Reynolds and Robert H. Gardner.

William E. Hayes, Executive Asst. to President, Chicago, Rock Island and Pacific Railroad Co., 139 W. Van Buren St., Chicago 5, Ill. Sponsors: George M. Crowson and Troy Knowles.

Julian J. Jackson, Owner, Julian J. Jackson, Public Relations, 11 S. La Salle St., Chicago 3, Ill. Sponsors: Ted Cox and Scott Jones.

Harold A. Jones, Mgr., Technical Information Center, Motorola Inc., Communications & Electronics Div., 4545 W. Augusta Blvd., Chicago 51, Ill. Sponsors: Allen H. Center and Joseph F. Fitzgerald.

John J. Joseph, V.P.-PR, The Ohio Bell Telephone Co., 750 Huron Rd., Cleveland 15, Ohio. Sponsors: Daniel W. De Hayes and Rodney C. Sutton.

Max A. King, V.P., Adv. & PR, Southwest Airways Co., San Francisco International Airport, Box 268, South San Francisco, Cal. Sponsors: R. Mark Ogden and Hal R. Strass.

E. Dent Lackey, PR Mgr., The Carborundum Co.
(Continued on page 31)

PEOPLE • PROGRAMS • and ACCOUNTS

(•) indicates PRSA members

H. Walton Cloke • Washington, D. C. PR director for Kaiser-Frazer Corp. for three years, has been named PR coordinator for all Kaiser companies in Washington.

Roy Quinn • manager of public relations of The Babcock & Wilcox Com-



pany, was recently elected a director of the 42nd Street-Mid-Manhattan Association, Inc., the organization which represents business and industry in the "multi-billion-dollar area"

of New York City between 38th and 50th Streets and from the Hudson to the East rivers.

Sylvester V. Pointkowski • who directed PR for the Police Conference of the State of New York for 6 years, was recently awarded a silver citation by the Conference "for outstanding public relations" for 40,000 policemen in the state. Mr. Pointkowski is at present executive director, PR-publicity, for Queens Borough President James A. Lundy.

George M. Worden • asst. director, advertising & publicity, Air Reduction Co., Inc., has been appointed chairman of the newly formed PR committee of the International Council of Industrial Editors.

Reginald P. Mitchell • Reg Mitchell & Associates, Washington, D. C., has been named chairman of a 7-man public relations committee for the Sons of the American Revolution, 20,000-member patriotic group.

Chester W. Cleveland • has purchased *The Culver Citizen* and the *Culver Citizen Press*. *The Culver Citizen* is regarded as one of Indiana's outstanding weekly newspapers. Mr. Cleveland was formerly president of Chester W. Cleveland & Associates, Chicago PR firm.

NEW FIRMS

An Institute for Advertising Controls was recently launched by **George Black** • industrial PR counsel, Hillside, N. J. According to Mr. Black, IAC pledges

itself to the task of systematizing the advertising management function, creating better communications between advertising and other company divisions and developing understanding of the position of the advertising manager in company management.

Robert T. McNamara • has established a public relations consulting service with offices at 2209 Terminal Tower, Cleveland 13.

NEW ACCOUNTS

The Associated Press announces appointment of **Bozell & Jacobs, Inc.**

Rayette, Inc., St. Paul, manufacturer of professional hair beauty preparations, has appointed Joseph I. Richman Associates, New York, **Joseph I. Richman** • to handle public relations and publicity nationally.

The Society of the Plastics Industry, Inc., has appointed **G. M. Basford Company**, New York and Cleveland agency, to handle public relations and advertising for the Sixth National Plastics Exposition to be held in Cleveland June 7th to 10th.

Maurice Feldman • Public Relations, New York, has been retained as a consulting firm by Wolf & Co., members of the New York Stock Exchange.

MOVES

Kerry King • was named public relations director of the Texas Company, effective November 1. Mr. King was formerly senior vice president of Hill and Knowlton, Inc., New York public relations counsel for The Texas Company. He has been associated with Hill & Knowlton, Inc., since 1943, and has been in charge of its work for Texaco.

The staff of Roger Brown, Inc., New York (**Roger Brown** •) has been moved into the offices of Cecil and Presbrey, New York. Mr. Brown has been named a vice president of Cecil and Presbrey.

(Continued on page 32)



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International PR Committee submits development report to national PR groups (Part 2)

(A report which includes the complete Minutes of the meetings held in England in May by the Provisional Committee For The Establishment Of An International Public Relations Association was released for publication in the JOURNAL because of its general interest both for PRSA member readers, and for the many subscribers in the U. S. and abroad. The first part of this report was presented in the October JOURNAL—the final instalment follows below.—Editor)

7. Future policy and action

(a) Choice between a federal or independent basis for an International Association.

It had become clear to the committee from the reports set out above that in the main the national organizations favored a federal basis for an international organization.

In the discussion that followed it was pointed out that all the members of the Provisional Committee held or had held high office in their own national organizations. Indeed, it seemed inevitable that in an organization in which the Council members represented so fully the interests of their national associations, these national associations themselves must play an important part.

In defense of an association as originally envisaged, it had been argued that there would be great advantage in an international organization formed on an entirely independent basis, free to elect its own Council and take independent decisions, even though keeping in close touch with the national bodies. On the other hand a federal conception offered the advantage of full support from the national associations, as regards vetting and secretarial assistance, and as already stressed by the United States representatives, an entirely independent association could not expect to be provided with such facilities.

After full discussion, the com-

mittee was unanimously in favor of an association on federal lines, in which all national organizations recognized by the International Association would be enabled to take an active part.

There was general agreement also that each prospective member of the International Association should have the full support of his national organization, which would be in the best position to judge professional and personal integrity. Undoubtedly, too, if approval by the national organization were made a condition of membership, it would be an encouragement to public relations practitioners in countries without a national organization to make efforts to set one up.

(b) Nomination and election of Council.

The committee then considered the composition of the Council, which would differ considerably under a federal system from that envisaged in the previous Minutes.

It was agreed that on the basis now proposed, the Council should be composed solely of delegates appointed by national associations formally "recognized" by the international body. These would number two members each from the United States, Great Britain, the Netherlands, Norway and France and one each from other national associations recognized by the international body; and each would serve for a period of three years.

At the inauguration of the Association the national associations would be invited to put forward their nominations for the Council and the Council would be officially constituted. Until that time the Provisional Committee would continue to serve and to perform the duties for which it had been formed.

(c) Recognition of National Associations.

The hon. secretary listed the national associations which had already been recognized by the Provisional Committee:

The British Institute of Public Relations

The Public Relations Society of America, Inc.

The Public Relations Association of the Netherlands

The Public Relations Association of Norway

The Public Relations Association of France

Applications for recognition were expected from the Public Relations Associations of Italy, Finland and Australia.

The problem of the recognition of other existing national organizations would have to be carefully considered as the International Association, on the federal basis now proposed, would accept applications only from prospective members who had been approved by their national organizations.

In the initial stages it was anticipated that the Association might sometimes encounter difficulty in assessing the merits of a particular national organization of which little was as yet known, but it was considered that the majority of the national bodies already in existence would qualify for recognition. The committee agreed, however, that the International Association must retain the right to turn down an application from an organization which did not measure up to the required standards.

(d) Qualification for Membership of the International Organization.

There were several points for discussion under this heading:

- (i) It was agreed that applicants for membership must be recommended by their national associations. They need not necessarily be members of a national organization, but presumably no non-member would be recommended unless he came up to the standard required for membership of the national organization of that country.

- (ii) It was agreed also that the Council of the International Association would have full right to accept or reject any application for membership.
- (iii) The U. S. representatives, in their report, had stated that they disagreed with the view expressed in the previous Minutes that work of "international significance" should be a requirement for membership of the International Association. After discussion, however, it was agreed that in view of (II) above, these words should be retained.
- (iv) The committee felt strongly that the requirements for qualification should be of a high order. It was not anticipated, or desired, that membership of the International Association would be large, and, indeed, it was envisaged that it would be confined to people practicing in the highest circles of the profession. The screening of applicants would therefore be very strict and this was now assured since each application would first be vetted by the national organization, whose responsibility it would be to satisfy itself of the applicant's personal and professional standing and integrity, before being submitted to the International Council for further consideration.

(e) Finance of the Association.

The committee discussed the method by which the International organization should be financed. It was thought that the amount of subscription to be levied on members would be quite small, as it was not anticipated that expenditure in running an international organization would be considerable; but this could not be decided until a later stage.

The hon. secretary explained that to date the Provisional Committee had been run entirely without funds. The members of the committee thought that expenses for postage, stationery, secretarial assistance, etc., ought not to continue to fall on the

hon. secretary personally but should be defrayed by a voluntary contribution from each member of the Provisional Committee or his national association. It was unanimously agreed, on the motion of Mr. Lipscomb, that each country should now arrange to send an amount not less than £5 (five pounds sterling) to cover these preliminary expenses; but from the point of foundation, the International As-

sociation must be completely self-supporting and make no call for financial help on the national bodies.

8. Hon. Secretaryship.

The hon. secretary explained that owing to further commitments which he had now undertaken in his official work it would not be possible for him to continue much longer as hon. secretary of the Provisional Committee. He suggested that Mr. Wimbush or another

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delegated by himself or Mr. Wimbush take over the post of hon. secretary.

The committee expressed the hope that Mr. Fife Clark, through whose initial endeavors and hard work the Provisional Committee had made such progress, would be able to continue in post but agreed that the appointment of a successor should be left in the hands of Mr. Wimbush and himself.

9. Summary of Conclusions.

The committee unanimously:

- (a) Approved the principle of the formation of an International Association of public relations officers with the purpose of exchanging experience and ideas, explaining their work to the world outside the profession, forming a rotary in which each member in case of need may be sure of the assistance of his fellow-members throughout the world, and addressing itself to the problems facing practitioners in all the leading countries, particularly:
 - (i) The problem of professional recognition.
 - (ii) The problem of professional skill (including the pooling of most recent results of experience and research and the publication of an *International Who's Who in Public Relations*).
 - (iii) The problem of professional ethics (linking the codes now being compiled in several countries).
- (b) Resolved that steps should now be taken to establish the International Public Relations Association as quickly as possible.
- (c) Appointed a sub-committee to prepare detailed proposals for submission to the national associations.

It was agreed that membership should be open on an individual basis to all members of national associations recognized by the International Association, subject to acceptance of each individual application by the Council which must consider whether the applicant's activities are of "international significance." Public relations officers and practitioners who are not members of their national associations should be able to apply if recommended by the

national organization concerned. (National associations already recognized are the Public Relations Society of America, the British Institute of Public Relations, the Association Professionnelle des Conseillers et Cadres de Relations Publiques et Sociales (France), and the Public Relations Associations of the Netherlands and Norway. Applications for recognition are expected from the Associations in Finland, Italy and Sweden and the Australian Institute of Public Relations.)

The Council should consist of two members each from the United States, Great Britain, the Netherlands, Norway and France and one each from each other national association recognized by the international body; the members representing each country to be nominated by the national association concerned and the period of service to be three years.

It was also agreed that from the point of foundation the International Association should be financially independent of the national organizations and financed by a small membership subscription.

The Provisional Committee appointed a sub-committee composed of Roger Wimbush, J. A. Brongers, Etienne Bloch, Ed Lipscomb and T. Fife Clark, to draw up final and detailed proposals for submission to the national associations.

Mr. Lipscomb suggested that the sub-committee should consider whether the Council should not be composed of three members each from the U.S.A., Great Britain, the Netherlands, France and Norway (instead of two as proposed) and two each (instead of one) from each of the other recognized associations. In view of the difficulties in the way of attendance at international meetings, this would increase the chances of one or two members from each country being present, and reduce the use of deputies or observers.

Mr. Hall, on behalf of the Public Relations Society of America, extended a warm invitation to the committee to meet in Washington, D. C., next year.

On behalf of the members, Mr. Wimbush proposed a vote of thanks to the chairman for officiating so ably. Mr. Vogels, replying, said that all present would like to thank the hon. secretary for the arrangements made for the meeting, and the British Institute of Public Relations for the hospitality provided during the Weekend Conference at Hastings. • •

Detroit PR conference

(Continued from page 19)

some of the problems which public relations men and women will discuss. The program will lean heavily to panel discussions with audience participation on matters related to today's problems in the practice of public relations.

Hospitality plans

The national Arrangements Committee, sparked by the public relations leaders of the motor capital, has planned extensively for the entertainment of visiting PR people and their families. Chief among the attractions is the Tuesday evening dramatic presentation, which will record the developments of the automobile in the American economy and its effect on today's living pattern, with the attendant public relations problems and opportunities resulting. All Conference attendants will be guests of the motor manufacturers at a reception and dinner preceding the PR show, which has been specially written and prepared, and is being produced under the direction of the Jam-Handy Organization.

Among features of interest to the families of Conference visitors, planned for Monday, November 16, is a visit to the assembly line of Ford Motor Company's River Rouge plant; a tour of the Ford Rotunda and the Company's motion picture laboratories. Wives will be entertained at luncheon at the Dearborn Inn, and in the afternoon will be taken on a tour of Greenfield Village and town Museum.

On Tuesday the J. L. Hudson Company will give a fashion show, and wives will have an opportunity for personal shopping tours.

Plant tours

Special plans are being made so that all persons attending Conference sessions will have added time after the close of the Conference to make a tour of Detroit's automotive plants. This activity will take place on Thursday, November 19 after the formal closing with the Annual Dinner, Wednesday evening, November 18. The Conference Committee points out that all persons with a public relations interest are invited to attend the Conference sessions whether they are members of the Society or not, although the national organization is the sponsor that makes the Sixth Annual event possible. • •

Production . . .

NEW COLLATOR

The new Thomas Tandem Collator, divided into two sections of 16 bins each, operates on a tandem principle which permits collating of 32 pages of material in two groups of 16 pages, four groups of eight pages, etc. The 32 page collator sorts, assembles, or gathers reproduced lists, bulletins, directives, and other office papers at speeds as high as 12,000 sheets per hour. Machine is 46 inches wide, 22 inches deep. Thomas Collators, Inc., Dept. M, 30 Church Street, New York, N. Y. • •

ELECTRONIC "BARKER"

"Message Repeater" is the world's tiniest tape recorder, according to the maker, Michigan Electronics, Inc., of 854 North Rockwell Street, Chicago 22. About the size of a box camera it automatically delivers a message whenever a human being walks by the machine. Further, it repeats the same message without the need for rewinding; and it erases the old message automatically. The device can be used for talking displays, for spot commercials, in conjunction with continuous slide projectors, etc. Unit contains a recording and playback device which can be activated by a photo-electric cell, push button or other device. • •

ARTWORK AID

The Art-O-Graph is a new vertical art projector which can cast images of illustrations, photos, physical objects or color transparencies directly on a drawing table or other working surface. With it, art can be rendered with direct application of any selected art medium to the projected image. No intermediate steps such as tracings are necessary, according to the producer. Any size illustration can be projected—projector will enlarge more than four times or reduce more than four times. Manufacturer: J. A. Engel, Inc., 624 Syndicate Bldg., Minneapolis 2, Minn. • •

SPEEDING YOUR READING

Executives unable to get through their reading, and who live too far from an established reading improvement methods center, can now speed up their reading via home-study. So says Speed Reading Institute, Inc., a New York firm of reading consultants, who have

a correspondence course in speed reading. Originally used to increase reading speed of management groups in several large corporations, the course is presented to train businessmen by mail. The ten-session course has been licensed by the New York State Department of Education. Improvement by the first few "students" to complete the course has averaged around 85% above starting speeds, according to figures released by the Institute. (8 West 86th Street, New York, N. Y.) • •

NEW TRANSCRIBING EQUIPMENT

New transcribing equipment recently placed on the market includes two Pentron Industries products. "Dictorel," provides for dictation and transcription on one machine which has its own built-in loud speaker. It can be used for conference reporting, telephone recording, inter-office communication, and mobile dictation. Price: \$295, including tax. For musical transcriptions, manufacturer recommends a new tape-recording machine, with comparable features, and play-back equipment suitable for radio broadcasts (\$179.50). Pentron Industries, Inc., 664 N. Michigan Blvd., Chicago 11, Illinois. • •

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"Judge, I'll give you ten days . . .

to get a postage meter. Or I can't promise that all your campaign letters will get out on time."

"Right, Miss Abbie! Let's get one. What do you call it?"

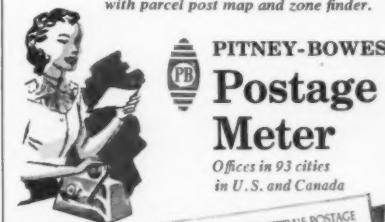
- You call it the DM. It's a desk-model postage meter—gives even the smallest office the advantages of metered mail.

- The DM prints postage, the right amount for any kind of mail—directly on the envelope, or on special tape for parcel post . . . At the same time, prints your own small ad, if you like. Has a moistener for sealing envelopes.

- It can be set for as much postage as you want to buy—protects it from loss, damage, theft. Accounts for postage automatically, on visible registers. Saves mailing time, and usually postage. And anybody can use the DM!

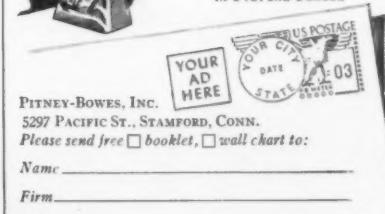
- There are other meter models, hand and electric, for larger offices. Ask the nearest Pitney-Bowes office to show you. Or send the coupon for free booklet.

FREE: Handy wall chart of Postal Rates, with parcel post map and zone finder.



PITNEY-BOWES Postage Meter

*Offices in 93 cities
in U. S. and Canada*

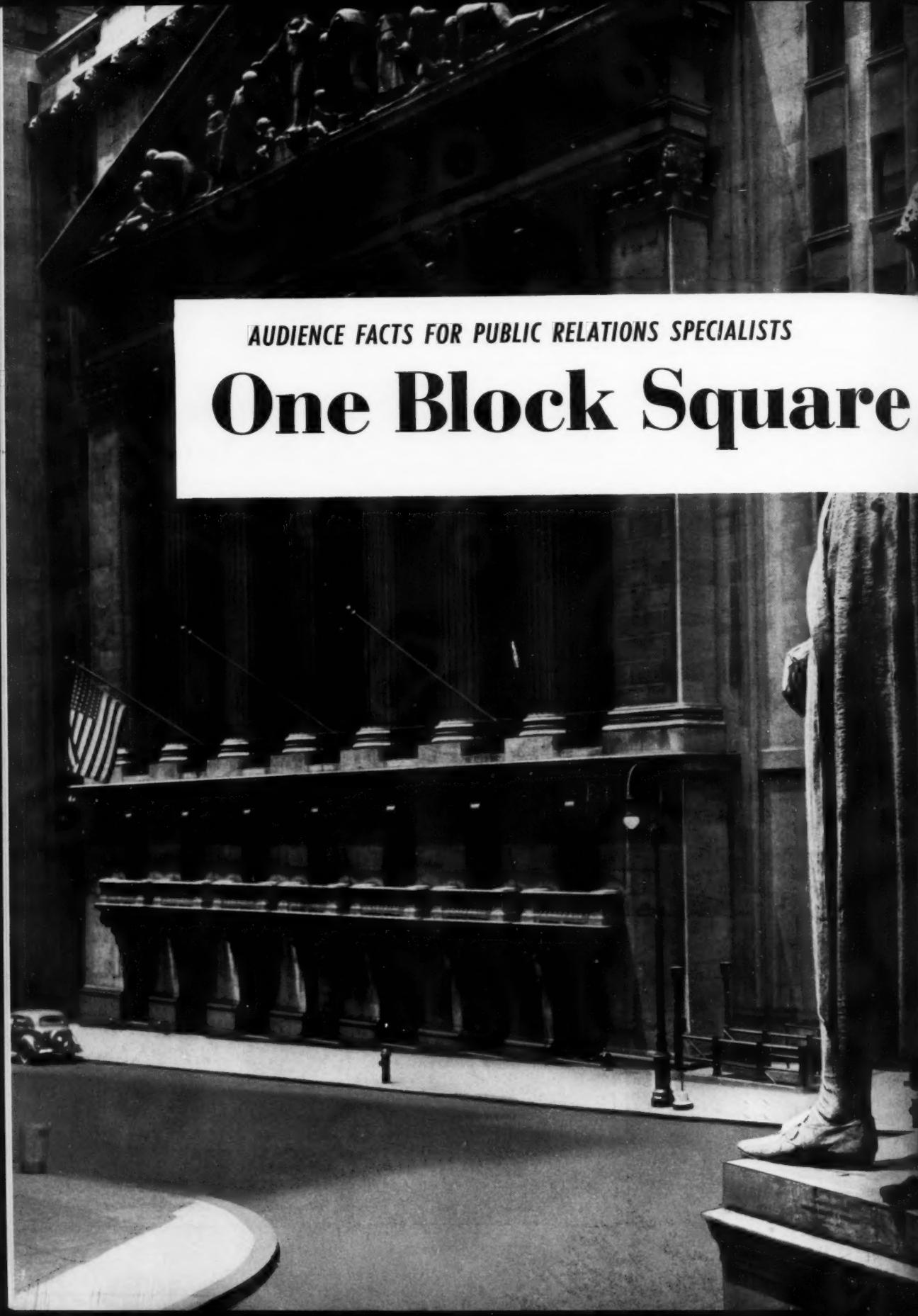


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THE NEW YORK STOCK EXCHANGE occupies one square block but its influence stretches to the country's far ends.

In ways of particular interest to public relations specialists, the same is uniquely true of **NEWSWEEK Magazine**.

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- Close to 100% of **NEWSWEEK**'s circulation is among people of influence and decision in business, industry, the professions and government—the leaders of opinion.
- 70.7% of **NEWSWEEK** families (10 times the national average) own corporate stocks or bonds . . . an average holding of \$11,164. Obviously, when you sell **NEWSWEEK** readers, you sell not only your "product" but your company as well.

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NEWSWEEK provides a kind of news enlightenment which today's thinking people know they need. And most important, which *they know they can trust*.

NEWSWEEK not only reports the facts but analyzes the background forces and people, and forecasts the likely outcome. Gives the news—and its *significance*.

NEWSWEEK pioneered this vital news service many years ago, and has practiced it with such skill and *integrity* that reliable surveys reveal—*across the nation*—no other news reporter-analyzer-forecaster is nearly so respected.

Weight, size and the confidence of its audience considered — there is not a better frame than **NEWSWEEK** for a sound advertising program designed to sell America's affluent, *influential* people. More of them now read **NEWSWEEK** than ever before in its history.

**THE INFLUENCE
THAT INFLUENTIAL
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(Advertisement)



PRSA 6TH ANNUAL CONFERENCE

SHERATON-CADILLAC HOTEL
DETROIT

November 16-18, 1953

Hotel Accommodations

An ample supply of single, double and twin-bedded rooms have been set aside for Conference assignment. 40 one- and two-bedroom suites are available. (No one will be assigned to "double" in a twin-bedded room by the hotel. Persons wishing to share accommodations should so designate with name of person selected when writing hotel.)

Conference registrants should make room reservations direct to the Sheraton-Cadillac Hotel, mentioning PRSA Annual Conference.

Special Note

Conference dates this year fall on Monday, Tuesday and Wednesday—November 16, 17 and 18—instead of on Sunday, Monday and Tuesday, as in previous years.

Room Rates

Single Rooms—\$5-\$13

Double-Bed Rooms (for two)—\$9.50-\$13

Twin-Bedded Rooms (for two)—\$11-\$17

Parlor and Bedroom Suites—\$23-\$35

Parlor and 2 Bedroom Suites—\$34-\$49

(All rates by the day)

If a room is not available at the rate requested, one at the nearest obtainable rate will be assigned and the hotel will notify the guest of such action. Unless requested otherwise, the hotel will hold reservations open until 6 P.M. of the day of arrival.

Conference Registrations

All Annual Conference Registration cards and checks* should be sent to:

Annual Conference Committee

PUBLIC RELATIONS SOCIETY OF AMERICA
2 West 46th Street, New York 36, N. Y.

* All persons having a PR interest are invited to register and attend the Conference. PRSA membership is not a requisite for Conference attendance, although the Society is the sponsor that makes the meeting possible.

Chapter notes

CINCINNATI CHAPTER

The October meeting covered the subject of direct mail and its uses, with a study of the activities of Fashion Frocks, a Cincinnati retail organization, of which John J. Robinson is PR and sales promotion director. • •

HAWAII CHAPTER

Use of 3-D and other audio-visual devices in the industrial and educational film field was presented at the September meeting by Pat Dowling, head of Pat Dowling Pictures, Los Angeles, an authority on film subjects produced on Hawaiian subject material. • •

NEW YORK CITY CHAPTER

In a chapter luncheon workshop session, October 14, members heard Will Parker of Film Counselors, Inc., describe the thinking, policy planning and production of the American Petroleum Institute's film, "Man On The Land". The fifteen minute subject, in colored anima-

tion, was followed by an audience question period on technique and results. • •

SAN FRANCISCO BAY AREA CHAPTER

After the Chapter held a meeting to analyze the public opinion poll recently conducted by Standard Oil of California, a summary was developed in *PRSA News*, the chapter's newsletter. The employee-management communications project was conducted for Standard by the Industrial Relations Section, California Institute of Technology—and for Chapter discussion the oil company's senior training specialist, Walter J. Tait, outlined the objectives of the poll, how it was conducted, who participated, type of questionnaire used, and the results obtained.

The September meeting was built around a discussion of educational television, and the October session heard a presentation "Public Relations Organization of the United Crusade Cam-

(Continued on page 34)

Wrestling with the details—



Getting ready for PRSA's "Sixth" which promises to be its biggest Annual Conference event, Detroit's Chapter Arrangements Committee meets to discuss hospitality plans for guests converging on the motor capital from all over America November 16-18. Clockwise, John Conde, asst. to the director of PR, Nash-Kelvinator Corp.; William A. Durbin, director of PR, Burroughs Corp.; James A. Baubie, mgr., PR services, Chrysler Corp.; James J. Kaufman, director of PR, Ross Roy, Inc.; Richard W. Randolph, PR staff, United Foundations; Howard E. Hallas, associate director of PR, Nash-Kelvinator Corp.; Robert S. Johanson, PR Dept., General Motors Corp.; and Robert L. Bliss, PRSA executive v.p.

Membership Postings

(Continued from page 22)

dum Co., Niagara Falls, N. Y. Sponsors: Francis W. Dunn and Whitman Daniels.

Donald L. Maher, Asst. Mgr., Corporate Press Relations, General Foods Corp., 250 Park Ave., N. Y. 17, N. Y. Sponsors: Richard A. Aszling and Bruce Watson.

Louis T. Maloney, President and Treasurer, L. T. Maloney, 6 Beacon St., Boston, Mass. Sponsors: John F. Conlin, M.D., and Virgil L. Rankin.

Patrick J. McCarthy, Dir. of PR, Illinois Children's Home and Aid Society, 1122 N. Dearborn St., Chicago 10, Ill. Sponsors: Scott Jones and Robert H. Gardner.

Walter C. Miller, Account Executive-PR Dir., Foote, Cone & Belding, 510 Taft, Houston, Texas. Sponsors: John H. Murphy and John D. Kemp.

Morgan J. O'Connor, PR Dir., Nash Motors Div., Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit 32, Mich. Sponsors: Howard E. Hallas and J. J. Kaufman.

Henry M. Paynter, Jr., V.P. & Account Executive, Allied Public Relations Associates, Inc., 787 Fifth Ave., N. Y. 22, N. Y. Sponsors: William F. Brooks and Donald C. Bolles.

Rex Paxton, Public Relations, Sutherland Paper Co., 243 E. Paterson St., Kalamazoo, Mich. Sponsors: W. Robert Walton and George Anderson.

B. J. Pittman, V.P. in Charge of PR, Texas Employer's Insurance Association and Employer's Casualty Co., Employer's Insurance Bldg., Akard at Young Streets, Dallas 1, Texas. Sponsors: T. H. Maloy and Charles E. Simmons.

Louis A. Riepenhoff, Jr., Public Service Director, Milwaukee Broadcasting Co., Radio Station WEMP and WEMP-FM, 710 N. Plankinton Ave., Milwaukee, Wis. Sponsors: John H. Paige and Greta W. Murphy.

John L. Rose, Mgr. of Publications and Publicity, Burroughs Corp., 6071 Second Ave., Detroit 32, Mich. Sponsors: William A. Durbin and Robert O. Dunn.

M. N. Taylor, Executive Director, Trees for Tomorrow, Inc., Hotel Merrill Bldg., Merrill, Wis. Sponsors: John H. Paige and Milton H. Frank.

Rex Taylor, PR Dir., Famous Artists Schools, Westport, Conn., Inc., 29 W. 57th St., N. Y. 19, N. Y. Sponsors: James L. Turrentine and Fred Bowes, Jr.

Mrs. Marian M. Timmers, PR Dir., American Cancer Society, Illinois Division, 139 N. Clark St., Chicago 13, Ill. Sponsors: Samuel L. Austin and George C. Reitinger.

C. F. Weekley, Information Mgr., Southwestern Bell Telephone Co., 308 S. Akard St., Dallas 2, Texas. Sponsors: Charles E. Simmons and Ayres Compton.

Lyle F. Youngstrom, V.P. in Charge of Washington Operations, Carl Byoir & Associates, Inc., 829 National Press Bldg., Washington 4, D. C. Sponsors: Maurice O. Ryan and Osgood Roberts.

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John S. Andrews, Dir. of PR, Owens-Corning Fiberglas Corp., Nicholas Bldg., Madison Ave., Toledo 1, Ohio. Sponsors: Lev Flounoy and Reginald S. Jackson.

Nicholas M. Bell, II, Executive Staff, The Donahue Organization, 37 S. Wabash Ave., Chicago 3, Ill. Sponsors: Robert H. Gardner and J. J. Gerber.

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tric Corp., 411 N. Seventh St., St. Louis 1, Mo. Sponsors: Robert E. Hillard and Walter G. Heren.

George D. Crabb, Asst. to Director, PR Div., Hawaiian Pineapple Co., Ltd., P. O. Box 3380, Honolulu 1, Hawaii. Sponsors: William J. Gaskill and Roy J. Lefingwell.

Russel K. Creel, Supervisor of Publicity, Burroughs Corp., 6071 Second Ave., Detroit 2, Mich. Sponsors: William A. Durbin and Stewart J. Wolfe.

Edwin B. Dexter, Director of PR, Pan-American Coffee Bureau, 120 Wall St., N. Y. 5, N. Y. Sponsors: W. Howard Chase and Leslie C. Stratton.

(Continued on page 32)



AND A NATION'S CULTURE

Leadership in Radio and Television broadcasting is measured by what it does to enrich the cultural life of a nation. In this respect, the National Broadcasting Company has always shown the way. For example:

MUSIC—The NBC Symphony, now in its seventeenth season on NBC Radio. Conductor—Arturo Toscanini.

OPERA—NBC has presented twenty one operas for television to date, including the only one ever written especially for television.

DRAMA—Last season's presentations included works by Shakespeare, Shaw, Ibsen, many others. Perhaps most notable, the two hour "Hamlet" with Maurice Evans.

HISTORY—"Victory at Sea"—one of television's most significant contributions. Produced by NBC's Film Division.

THOUGHT—NBC's series "Conversations with Distinguished People" has already featured such as Lord Bertrand Russell, Robert Frost, Frank Lloyd Wright.

NBC's record of performance provides a yard stick for the future.

NATIONAL BROADCASTING COMPANY

a service of Radio Corporation of America

Membership postings

(Continued from page 31)

James E. Edmondson, Dir. PR, Kiwanis International 520 N. Michigan Ave., Chicago 11, Ill. Sponsors: E. B. L'Hommedieu and Ford B. Worthing.

Dorothy P. Frome, Supervisor, Public Relations, New York University-Bellevue Medical Center, 477 First Ave., N. Y. 16, N. Y. Sponsors: James W. Armsey and Vilas J. Boyle.

Hugh M. Griffin, Mgr., Employee Publications Dept., Wyandotte Chemicals Corp., Wyandotte, Mich. Sponsors: J. J. Kaufman and Howard E. Hallas.

Donald G. Keen, PR Director, American Management Association, 330 W. 42nd St., N. Y. 36, N. Y. Sponsors: Robert M. Snibbe and Stuart L. Daniels.

Mack Kehoe, Publicity and Community Relations Director, Miller Brewing Co., 4000 W. State St., Milwaukee, Wis. Sponsors: Richard S. Falk and Greta W. Murphy.

William Lansburg, Director of Adv., National Presto Industries, Inc., Eau Claire, Wis. Sponsors: Milton H. Frank and John H. Paige.

A. C. Van Dusen, V.P. and Dir. of PR, Northwestern University, 1807 Orrington

Ave., Evanston, Ill. Sponsors: Oscar M. Beveridge and J. J. Gerber.

Russell A. Walters, Employee-Public Communications, Northern Paper Mills, Monroe and Day Streets, Green Bay, Wis. Sponsors: Greta W. Murphy and Milton H. Frank.

Henry O. Whiteside, Dir., PR & Adv., Mercantile, Trust Co., 721 Locust St., St. Louis 1, Mo. Sponsors: C. Arthur Hemminger, Jr., and Robert E. Hillard.

Associate to Active

Bernard A. Ehrenreich, Executive Director, St. Louis-St. Louis County Chapter, The National Foundation for Infantile Paralysis, Inc., 220 N. Fourth St., St. Louis 2, Mo.

Clayton B. Peterson, Director of PR, Waggers Printers, 315-17 W. Fourth St., Davenport, Iowa.

James F. Purcell, Mgr. of PR, Northern Indiana Public Service Co., 5265 Hohman Ave., Hammond, Ind.

Thomas C. Roberts, Dir. of PR, Association of Better Business Bureaus, Inc., 405 Lexington Ave., N. Y. 17, N. Y.

W. E. Stirton, V.P. for University Services and Development, Wayne University, Board of Education, Detroit 1, Mich.



The 1953 award to "The Southern Organization Making the Greatest Contribution to Southern Public Relations" is presented to Ed Lipscomb, right, PR director of the National Cotton Council and 1952 PRSA president, by Forbes McKay, president of Farm & Ranch Publishing Company and governor of the Deep South district of the Advertising Federation of America. Looking on is Alice Corr, 1952 Maid of Cotton.

People • Programs • and Accounts

(Continued from page 23)

Frank Hewens • former public relations director of the New Jersey State Chamber of Commerce, and for the last four years head of his own public relations firm, has been named to organize and head a public relations department for the Square D Company, Detroit.

Appointment of **George Loft** • as public relations manager of Atlas Powder Company, Wilmington, Del., has been announced by **Thomas Kennedy** • director of industrial and public relations.

John L. Carr • formerly with the *Baltimore Sun*, has joined the public relations staff of Kudner Agency, Inc.

John Harvey • PR Director, John Faulkner Arndt, Philadelphia, has joined the public relations staff of Scott Paper Co., Chester, Pa.

The election of **Bert C. Goss** • as executive vice president and **Paul Boxell**, **James Cassidy** and **John O'Connell** • as vice presidents of Hill and Knowlton, Inc., New York has been announced by **John W. Hill** • president.

Fred A. Kraus • has joined the newly-organized firm of Baber, Kraus & Woolsey, Inc., Public Relations, Suite 811, 6331 Hollywood Blvd., Hollywood 28.

Kickoff luncheon—New York Chapter



Abbott M. Washburn (center), special assistant to the director of the U. S. Information Agency, addressed the September 30 luncheon meeting of the New York Chapter of the Public Relations Society of America to open the 1953-54 chapter year. At right is Kalman B. Druck, vice president, Carl Byoir & Associates, and president of the New York Chapter, and at left is H. B. Miller, executive director, Oil Industry Information Committee of the American Petroleum Institute, and chapter vice president.

Pre-air PR

Seeking to cultivate goodwill in advance, KIVA-TV in Yuma, Arizona, inaugurated an unusual program of cultivating good dealer-station relations in advance of going on the air.

At meetings in the coverage area, station representatives acquainted dealers with various types of unfair or high pressure schemes that have sprung up in the advertising and selling of TV sets in other television markets. Examples were presented that have incurred disciplinary action from Better Business Bureaus in other parts of the country. KIVA-TV personnel cautioned deal-

ers against over-stocking, and stressed the importance of keeping high standards of set sales, and particularly of good installation and servicing, as a mutually advantageous way of heading off complaint calls to both dealer and station.

The station's PR counsel, who planned the meetings, says that dealer cooperation is excellent as a result of the conferences. Several dealers expressed the general feeling that the new station is obviously interested in their welfare, and in that of the surrounding communities, and will be a good business neighbor. • •

The story behind . . .



Eye-catching, appealing signs have appeared recently in Goodyear Tire & Rubber Company plants at Akron, Ohio, directing workers' attention to and explaining the purpose of various new tools which play a major role in production.

The signs constitute the vehicle for a long-range public relations program by the company. Timing is an important factor. The signs go up over new and sometimes dramatic installations — machinery which catches attention because it is a change in the familiar scene.

Main objective of the program is to make workers more conscious of the close relationship between invested capital (tools) and jobs. Emphasized also is the fact that advancements in machine tools not only aid the company profitwise, but benefit every segment of the Goodyear organization and the customer as well.

Employee reaction to the program seems favorable, company officials say, although stating that "it's still too early to evaluate the results." One thing is certain, however; the signs are receiving much attention.

It's Your Move...

and the move
is to
DETROIT
for the greatest
PR
Conference
of them all!

Sponsored by
Public Relations Society
of America, Inc.

•
Sheraton-Cadillac Hotel
Detroit, Michigan

•
November 16-18, 1953

*Make Your Plans
Now to Attend!*



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Burns W. Lee Associates

Public Relations Counsellors

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EASTERN INDUSTRY
IN THE
FAR WEST



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Los Angeles 5, Calif.
DUNKirk 8-4131

HAS YOUR OFFICE MOVED? HAVE YOU A NEW BRANCH OFFICE?

Professional Directory advertising in the JOURNAL follows "card insertion" type of listing, without illustration. Size: one column, one inch; and one column, two inches. Rates are available from:

Advertising Department
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Counsel and liaison activities between corporate management and investors and financial community opinion leaders (security analysts, investment research staffs, statistical services and the financial press).

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Public Relations Counsellors
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Surveys -

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OPINION RESEARCH CORPORATION

Princeton, N.J. Phone 1-3600
Claude Robinson, President

Chapter notes

(Continued from page 30)

paign" by Samuel B. Stewart, vice president and general counsel, Bank of America, N.T. & S.A. • •

NEW ORLEANS CHAPTER

Recently elected officers for the 1953-54 chapter year are: Wiley B. Cotten, Jr., PR manager, Louisiana Division, Esso Standard Oil Co., president; Roy M. Schwarz, partner, Fitzgerald Advertising Agency, first vice president; Ray Samuel, assistant secretary, Higgins, Inc., second vice president; and Larry Guerin, manager of PR and advertising, Lykes Brothers Steamship Co., secretary-treasurer.

Audio—Visual

FILM IN BUSINESS COMMUNICATION

Business, Industry and Film is the name of a pamphlet put out by Wilbur Streich Productions (1697 Broadway, New York 19, N.Y.), which presents a brief for the use of film in business communications programs.

It says that film ". . . can simplify the abstract . . .", that it ". . . gives each viewer an 'individual' explanation . . . demands individual attention . . . provides basic orientation—explains to employees the 'why' of their jobs and the relationship to the whole plant operation . . . shows working techniques in great detail . . . It can acquaint employees with the company, its products, history, and make the worker feel proud and important in his job." • •

FILMS FOR DISCUSSION

American Film Forum, 516 Fifth Avenue, New York 36, N.Y., plans to release on a subscription basis, a series of nine 16 mm. films a year, presenting discussions of current events by leaders in public life. Each discussion will be moderated by Marquis Childs, syndicated newspaper columnist, and will involve use of visual materials for illustration and clarification. Films and accompanying study material are designed to stimulate group discussion of each topic. Sample titles are: "Government Aid To Schools," and "Tidelands Oil." The films are planned for use with high school and adult groups. • •

REVIEW OF FILM SERVICES

Business Screen Magazine issues an annual review of special film services, usually in the fourth issue of each volume, Volume 14, Number 4, for 1953, contains a six-page "Buyer's Guide To Film Laboratory Services." It includes names of concerns that have facilities for making sound recordings, slidefilm recordings, optical effects. In addition, it lists animation studios, film laboratories, firms with editing facilities, title services, stock libraries, and firms that make music for films, and those that do film treatment, film handling, and photo copies and slides. Detailed information includes such data as the primary services each one engages in, special services, facilities, date of organization, principal officers, and references. *Business Screen*: 7064 Sheridan Road, Chicago 26, Illinois. • •

parens*

This is a column about things that interest PR people. Some important, some whimsical, some of passing interest, some of significance. The writer's blasts and kudos are not necessarily those of the JOURNAL Publications Board.

parens

Eastman Kodak has put out a booklet telling how to plan and create a good filing system for negatives and sheet film transparencies: *Filing Negatives and Transparencies*.

parens

Union Oil Company devotes an issue of *On Tour*, the company's house magazine, to describing the organization and functions of company management. Done with gatefolds, with pages set up as "T.O." charts having names and pictures dubbed in, the various departments are described; personnel responsibilities delineated. Panoramic photograph dramatizes area of department interest. Industrial Relations Department has repeated the feature by popular employee request.

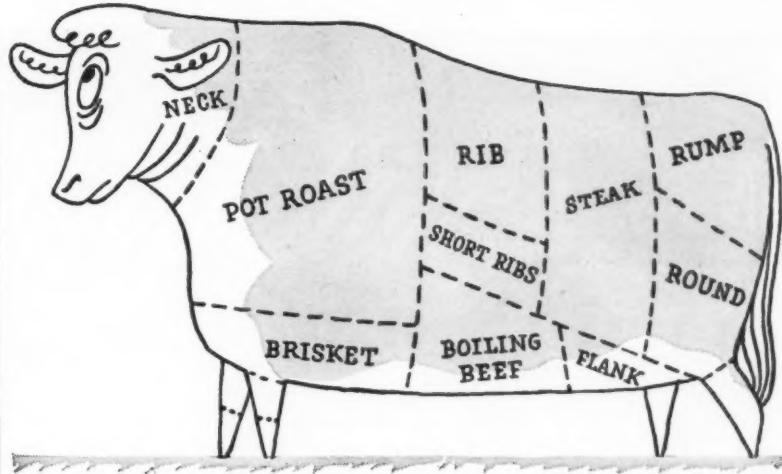
parens

Hackneyed Phrases: We're glad to see "contact" used as a verb dying out, even if it's a lingering stubborn demise. Now if we could do something about "grass roots" and "free enterprise" which have been overgeneralized to apply to almost anything, and overworked—but not quite to death. New menaces: "this" when "that" is meant. "Type" not followed by "of." "This type support interests me" for "That type of support . . ." Agreed?—or shall we quibble?

parens

As long as the JOURNAL editors keep running our copy next to the American Meat Institute ad, we might as well admit to our great weakness. Raw meat. That's right, top round steak fresh-ground—and with a raw egg nestled in the top of it. (Some ring it round with capers, anchovies and chopped onions.) Best thing in the world for you. Try it at Luchow's, New York, Palmer House, Chicago. The Ready Room, Los Angeles. They call it Steak Tartare in fancy places. It's still raw beef—and great for your engine. Never thought we'd become a food columnist. Do everything in this business.

* Short for "parentheses," used by typists and proofreaders.



How much meat will America eat today?

650,000 pounds 6,500,000 pounds 65,000,000 pounds

It sounds incredible, but you and other Americans eat an average of 65 million pounds of meat every day.

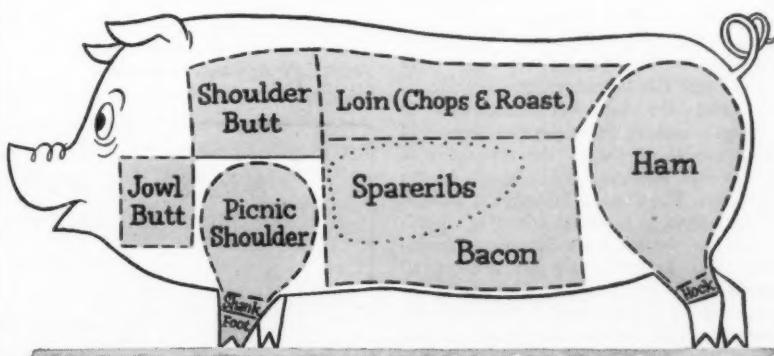
This is enough to fill 2,500 refrigerator cars, which would make a train more than 18 miles long!

Just as incredible is the operation of the complicated system of meat distribution. It puts all this meat where you want it, when you want it, and

in the vast variety in which you want it.

More than 4,000 meat packing companies throughout the U. S. help get this job done. And official government figures show that they do it for a profit so small... only a fraction of a cent a pound... that if it didn't exist at all, there would be no appreciable difference in the price you pay for meat.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.



(Advertisement)

THE HOPPER

Incentive programs

Any industrial organization that sponsors scholarship awards or other types of incentive programs directed toward science and engineering students and their teachers is invited to submit brief descriptions of these programs to The Future Scientists of America Foundation.

This Foundation is preparing an inventory publication in the hope of adding to the effectiveness with which these programs encourage young people to explore careers in science and the science-related industries. In addition, the Foundation is preparing a list of career guidance materials and will be glad to have organizations submit samples of such materials.

Organizations desiring to participate may obtain copies of the inventory form from The Future Scientists of America Foundation, National Science Teachers Association, 1201 Sixteenth Street, N.W., Washington 6, D.C.

JOHN H. WOODBURN

Assistant Executive Secretary
The Future Scientists of America Foundation
Washington, D.C.

BBB interested in JOURNAL

We have been reviewing your recent circular to PRSA members and JOURNAL subscribers. We believe it might be a very worthwhile effort on our part to interest the 98 Better Business Bureau Managers in subscribing to the JOURNAL.

THOMAS C. ROBERTS

Director of Public Relations
Association of Better Business Bureaus, Inc.
New York, N.Y.

Disaster and insurance

The article "Disaster and PR" in the September issue of the JOURNAL had a particular interest for me because of the tremendous effort the insurance industry put out to insure speedy settlement of claims, and I was surprised to find no mention of this phase in Elliott Knowlton's article.

In the weeks immediately following the tornado, several hundred people were moved into the Worcester area specifically to assist the insurance companies in promptly making the claim payments that were needed to finance the rebuilding of homes and business establishments hit by the storm. The General Adjustment Bureau, which serves as a central adjusting organization for the stock fire insurance companies, had approximately 45 persons on special duty in Worcester. Our two companies alone had a special team of four adjusters assigned for the emergency, working under the direction of our home office officials.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF PUBLIC RELATIONS JOURNAL published Monthly at New York, N.Y., for October 1, 1953.

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5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

Robert L. Bliss,
Business Manager.

Sworn to and subscribed before me this 15th day of September, 1953.

Jean A. Salls,
Notary Public, State of New York
(My commission expires March 30, 1954.)

While I readily recognize that the Worcester tornado was a disaster that called for a maximum effort by all organizations, I do think it was regrettable that in a summary such as Mr. Knowlton wrote that some recognition was not accorded the insurance industry for their contribution to the relief and reconstruction effort.

STANLEY F. WITHE
Manager
Advertising and Publicity Department
Aetna Life Affiliated Companies
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